

VF-PT'S P... 10/152

Ross Reports

ON TELEVISION

PROGRAMS • PERSONALITIES

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AUGUST 10-16, 1952

VOL 4. NO. 3 SUPPLEMENT B

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Alvin Sullum

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(10)

ABC - 7:30-8:30pm; HIGHLIGHT; Tam O'Shanter World Championship Golf Tournament; from WENR-TV to 14 sponsored stations (additional stations may pick up on co-operative basis); Sponsor - Miller Brewing(Hi-Life Beer) thru Mathisson & Assoc(Milwaukee); Harry Wismer will give an eye-witness report on the wind-up of the world championship golf tourney.

Thu(14)

CBS & DuM - 9-9:30pm; DEBUT; Pick the Winner; from WCBS-TV to 44 live & 14 kine CBS stations & 4 DuMont stations; Sponsor - Westinghouse Electric thru Ketchum, McLeod & Grove(Pittsburgh); Prod - Dave Zellmer CBS; Dir - Ted Marvel CBS; Walter Cronkite will be the moderator on special 13-week series which will be concerned with the major issues of the current political campaigns.

NBC - 8:30-9pm; TITLE CHANGE; What Happened?; from WNBT to the net; Sustaining; Pkgr - Frank Cooper Assoc; Prod - Art Stark; Dir - Alan Neuman NBC; panel show debuted August 7 as Guess What Happened?

Fri(15)

DuM - 9:30-11:30pm; HIGHLIGHT; College All-Stars vs Los Angeles Rams Football; from WGN-TV(Chicago) to 53 stations; Sponsor - Admiral thru Russell Seeds(Chi); annual midsummer all-star game is played at Soldier's Field under the auspices of the Chicago Tribune Charities, Inc.

SPONSOR ACTIVITY

GRUEN WATCH thru McCann-Erickson has contracted for alternate week sponsorship of the Walter Winchell show on both the radio & television networks of ABC. The TV show will be seen Sundays, 6:45-7pm, with Winchell returning to his former radio time, 9-9:15pm.

MILLER BREWING(Hi-Life Beer) thru Mathisson & Assoc(Milwaukee) has purchased the new March of Time series for 45 markets. The series has been purchased in New York by ABC's TV affiliate, WJZ-TV, since the Miller purchase does not include the New York market.

GENERAL CIGAR thru Donahue & Coe will sponsor a quarter-hour show on Sunday nights over the CBS-TV network, starring Yale football coach Herman Hickman, in the fall.

AMERICAN CHICLE(Clorets) thru Dancer-Fitzgerald-Sample, has purchased the remaining portion of The Jackie Gleason Show (CBS-TV Sat 8-9pm, starting September 20), effective October 4. Other sponsors will be Thomas Leeming(Silk 'n' Satin Hand Lotion) thru William Esty and Schick(Electric Shavers) thru Kudner, with the three participating in each week's program.

SPONSOR ACTIVITY(Cont'd)

DUFFY-MOTT(Mott's Apple Juice) thru Young & Rubicam, is reportedly planning to buy a weekly series starring Charles Laughton in readings from the Bible and other classics.

SCELITZ has shifted the balance of its billing from Leo Burnett to Lennen & Mitchell effective in October. Lennen & Mitchell received the radio-TV billings of the beer firm earlier this year when Young & Rubicam lost the account. The additional media billings amount to \$3,000,000 annually.

NYC LOCAL STATION ACTIVITY

WABD(Ch5) - Bill Silbert Show; TITLE CHANGE Aug 4; Mon thru Fri 1:30-2pm; Sustaining; Prod - DuMont; Dir - Jim Saunders; Bill Silbert MC's afternoon disc-jockey, guest-interview show, which debuted May 26 as Summer Matinee(was seen 1:45-3pm)

WJZ-TV(Ch7) - The Vince Williams Show; DEBUT Aug 11; Mon thru Fri 3-3:30pm; Sustaining; Prod - WJZ-TV; Dir - Bill Beal(Mon); Cort Steen(Tue-Fri); new show is being tested for one week only, Aug 11-15; Vince Williams is disc-jockey and will use Snader Telescriptions.

WNBT(Ch4) - Saturday Stagecoach; DEBUT Aug 9; Sat 11:30am-12noon; (ON FILM); Sustaining; new series of Western films will be shown weekly.

Star Time; NEW TIME Aug 9; Sat 7-7:30pm; Sponsor - Bruno NY for Sunset Appliances thru Arnold Cohan; Pkgr-Prod - George Scheck; children's program was formerly seen Sat 11:30am-12noon.

The Skitch Henderson Show; NEW TIME Aug 11; Mon thru Fri 6:30-6:45pm; Sponsor - Participations; Prod-Writer - John Stearns WNBT; Dir - Bill Harbach WNBT; Skitch Henderson, with songs & chatter, is backed-up by a 7-piece orchestra.

WOR-TV(Ch9) - Music in Silhouette; DEBUT Aug 6; Mon thru Fri 7-7:30pm; Sustaining; Pkgr-- Warren Wade; Exec Prod - Lola Montez; Dir - Lewis Freedman; musical program which was originally part of TV Dinner Date(debuted Aug 4 Mon thru Fri 6:30-7:30pm)becomes a separate program, with TV Dinner Date now seen 6:30-7pm; featured on Music in Silhouette are Whittemore and Lowe, duo-pianist team; vocalist Gail Meredith; Los Chicos, Latin American guitarist trio; and a different male vocalist each week.

NEWS DIGEST

NEW NBC-TV NETWORK DATA CHART RELEASED - NBC's TV Network Data Chart, estimating the number of TV sets installed in the US for July 1, indicates that of 17,983,200 sets, only 28,200 are in non-interconnected markets, KOB-TV(Albuquerque) and XELD-TV(Matamoras, Mexico & Brownsville, Texas). The 62 market interconnected network has 17,955,000 sets in operation, with the total number of sets marking an increase of 355,900 over the number reported for June 1.

ABC SETS SECOND NEW AFFILIATE - The ABC-TV network is the first to announce a UHF station affiliation, with station WSBA-TV, York, Pa., scheduled to begin operating on November 1 on UHF channel 43. The parent radio station, WSBA, is a basic radio affiliate of ABC. WSBA-TV is owned by the Susquehanna Broadcasting Company.

GENERAL INFORMATION

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THE SOURCE'S INFORMATION

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FIRST TV FILM BONUS TO ACTORS - Monogram Pictures has made a payment of more than \$8,000 to the Screen Actors Guild for distribution to 114 actors who appeared in five films made since August 1, 1948, including "The Rainmaker," "Murder in the Air," "The Big Fight," "Feathered Serpent" and "Tuna Clipper." Under the agreement, each actor gets 15% of his original salary if the selling price to TV is \$20,000 or more per film, and 12½% if the price is under that amount.

SWG STRIKE RALLY SCHEDULED FOR AUGUST 11 - With the Screen Writers Guild and the Alliance of TV Film Producers unable to come to an agreement, members of the Guild voted to go out on strike August 11, with a meeting to be held at that time to instruct members as to procedure. SWG had demanded an advance minimum payment against a percentage of gross, with only TV rights to be bargained for on a 7-year basis, with all other rights remaining the property of the writer.

RELIGIOUS MR & MRS SHOW TO BE FILMED - Paul F. Heard will produce and direct a new religious "Mr & Mrs" TV film series to be called What's Your Trouble?, starring Dr. and Mrs. Norman Vincent Peale. Dr. Peale is pastor of the Marble Collegiate Church in New York. The quarter-hour films are being produced at KTTV in Hollywood, with Dr. and Mrs. Peale holding ad lib discussions on spiritual and psychological problems.

ABC FILMING "OZZIE & HARRIET" SERIES - The Adventures of Ozzie & Harriet, new situation comedy series starring Ozzie & Harriet Nelson and their two sons, goes into production August 22 in Hollywood. Volcano Productions will make the films for ABC at the General Service Studios, supervised by Cecil Barker, ABC-TV's Director of Programming and Production for their Western Division. Ozzie Nelson will direct the half-hour programs, forty of which will be produced for the 1952-1953 season. The Hotpoint Company and Lambert Pharmaceutical will be the alternate week sponsors.

NBC ANNOUNCES NEW TOP LEVEL PERSONNEL CHANGES - Leonard H. Hole, formerly production manager for NBC-TV, has been appointed Director of Production of the AM & TV Networks. Serving under him will be George McElrath as director of Technical Operations for both radio & TV; Fred Shawn, director of Production services; Anthony M. Hennig, director of Plant Operations; Earl H. Rettig, director of TV Network Operations in Hollywood; Frank Lepore, manager of Film & Kinescope Operations and J. Robert Myers, TV Purchasing Agent. Also, John B. Cron, formerly manager of NBC Film Syndication Sales, has been appointed manager of Television Film Sales in the newly created Film Division of NBC. Stanton M. Osgood, formerly executive assistant to the director of Television Operations, was named manager of Television Film Production, with John W. Kiermaier, formerly assistant to the director of Production Unites, named as Osgood's assistant.

BROIDY TO ENTER COMMERCIALS PRODUCTION - William F. Broidy Productions, Hollywood, has announced the creation of a commercial department, to function as a supplementary service to its production of TV film series. In addition to producing commercials, Broidy will rent studio facilities to outside producing companies. The facilities include a location site at Cedar Lake, near Los Angeles, and a boat 'floating studio.'

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NEWS DIGEST(Cont'd)

FILMCRAFT OBTAINS MARK TWAIN PROPERTIES - Isidore Lindenbaum's Filmcraft Productions has obtained TV film rights to the entire Mark Twain library. Lindenbaum negotiated the contract with Clemens' daughter and representatives of the Clemens estate. The Hollywood and New York offices of the William Morris agency arranged the deal.

CONSOLIDATED TV TO DISTRIBUTE FAIRBANKS FILMS - Consolidate Television Sales, a Los Angeles Times interest, has joined with the distribution branch of Jerry Fairbanks, Inc., to create an enlarged sales-distribution organization. Effective immediately, Consolidated will offer the Fairbanks product for national spot and regional sales and distribution. Included in the Fairbanks series are Front Page Detective, Hollywood Theater, Ringside with the Rasslers, Public Prosecutor, Crusader Rabbit and Speaking of Animals. Fairbanks' former distributor was NBC-TV Film Syndications.

MADISON SQUARE GARDEN FILMS TO BE SYNDICATED FOR 3RD YEAR - Madison Square Garden, a 26 week, half-hour film series which offers exclusive coverage of highlights of all events taking place at the NY sports center, will be syndicated for the third year by Winik Films, New York. The show is cut from approximately 50,000 feet of film shot each week. Marty Glickman and Stan Lomax do the narration.

PERSONNEL ITEMS: - J.L. Van Volkenburg, President of CBS Television, and Adrian Murphy, President of CBS Radio, have been elected to CBS' Board of Directors.....Storr Haynes, a former producer with Dancer-Fitzgerald-Sample, has joined the NY office of McCann-Erickson as an account supervisor in the radio-television department. A similar position goes to Brooks Elms, who was formerly with the Biow Agency. Charles Powers, a former ABC-TV director, has been named to replace Haynes.....Charles M. Underhill has been named national director of ABC-TV's program division.....Richard K. Doan, Nadine E. Miller and W. Bruce McEwen have been elected vice-presidents of C.E. Hooper, Inc., radio-TV research firm. Mr. Doan has been program director of WCBS-TV for the past two-and-a-half years, Miss Miller has been with Hooper for five years as director of press and public relations and Mr. McEwen has been an account executive with the firm in charge of its service on radio & TV to advertisers and agencies.....John Scott Keck, radio-TV director of Henri, Hurst & MacDonald, has been elected a vice-president of the firm.....John Patterson has been named sales director of NY's local station, WPIX, replacing Jack Noone, who recently resigned. Formerly with the NY Daily News, owner of WPIX, Mr. Patterson joined the TV station in 1948.

Herbert O. Phillips has been appointed Executive Art Director in the Scenic Division of the CBS-TV network. Mr. Phillips is President of the Television Division of the Society of Motion Picture Art Directors.....Dave Driscoll has been named Director of News & Special Events for WOR-TV.....Maitland Jones, vice-president and copy chief at Hutchins Advertising, moves to Lennen & Mitchell later this month. The firm name of Lennen & Mitchell will be changed to Lennen & Newell on September 1.....Dee Day, formerly a member of the WOR & WOR-TV publicity staff, has joined the Jack Shor Public Relations office.....Orville Lawson and Ralph Pryce have been appointed sales representatives for United Artists Television in Minneapolis, Minnesota and Omaha, Nebraska, respectively.

STANDARD CONTRACTS WITH PRODUCERS - Various contracts with producers for the sale of their products to the station have been signed. The station and New York office of the William Morris Agency arranged the deal.

CONTRACTING TV TO DISTRIBUTOR - Various contracts with distributors for the sale of their products to the station have been signed. The station and New York office of the William Morris Agency arranged the deal.

STATION BOARD - The station board has been organized. The board will be responsible for the third year of the station's operation. The board is composed of approximately 50,000 stockholders. The board is headed by the station's president.

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SUNDAY AUGUST 10 (Cont'd)

Rocky King DuM 9pm Dressed For Death - (O) - Bob Corcoran; with Joe Maross, Patricia Englund, Jay Barney, Lewis Charles, Arthur Seelan; (SD)

Information, Please CBS 9pm Russel Crouse, Guest MC; Howard Lindsay

Philco Playhouse NBC 9pm The Five Fathers Of Pepi - (O) - Ira Avery; with Jose Perez, James Daly, Dino Terranova, Silvio Minciotti, Mario Badolati, Leonardo Cimino, Leslie Woods, James Gregory; SD - Delbert Mann

The Plainclothes Man DuM 9:30 The Man Without A Name - (SW) - with Charles Mayer, Constance Davis, Floyd Buckley, Barbara Boots, Sammy Schwartz; (SD)

Celebrity Time CBS 10pm Will Rogers, Jr, Jimmy Nelson (ventriloquist), Gloria Jean (S), the Honeydreamers (S)

Hallmk Summer Theater NBC 10pm The Last Command - (O) - Reginald Lawrence; with Curtis Cooksey, Aileen Poe, Judson Pratt, Buzzy Martin, Lucille Calvert, Wyrley Birch; (SD)

Drew Pearson ABC 11pm Fred Blumenthal & John Anderson substitute for vacationing Drew Pearson; Sen John Sparkman

MONDAY AUGUST 11

Lux Video Theater CBS 8pm The Orchard - (O) - Carey Wilbur; with Geraldine Brooks, Skip Homeier, Anne Seymour, Henry Jones, Andy Duggan; SD - Fielder Cook

Voice Of Firestone NBC 8:30 Robert Rounseville

Talent Scouts CBS 8:30 Joe E Brown substitutes for vacationing Arthur Godfrey through August 25; Alberto Castillo, Basel Landia, the Conti Sisters (S); the Billy Taylor Trio (M)

Lights Out NBC 9pm The Killer's Moon - (O) - Louis Vittis; with June Lockhart, Alfred Ryder, Michael Garrett, Nell Harrison; (SD)

Robert Montgomery NBC 9:30 Summer Story - (O) - Thomas W Phipps; with stock co & Brook Byron, Thomas Coley, Helen Wagner, Barbara Bolton, Peggy Nelson, Herbert Duffy, Ed Hastings; SD - Jim Sheldon

Who's There? CBS 9:30 Wanda Hendrix

Westinghouse Theater CBS 10pm The Man They Acquitted - (O) - Edward Percy & Reginald Denham, (A) - Denham; with Robert Coote, Patricia Wheel, Rosalind Ivan, Michael Wager, Muriel Hutchison, Barry Macollum, Dan Morgan, Dorthy Hinckley, Stacey Graham; SD - Andrew McCullough; SP - John Haggott

Who Said That? NBC 10:30 June Lockhart, Richard Derr, Hal Boyle (columnist) (NETWORK EXCEPT WNBT)

TUESDAY AUGUST 12

Gruen Theater DuM 7:30 Emergency - with Robert Hutton, Dorothy Patrick, John Hoyt (FILM)

TUESDAY AUGUST 12 (Cont'd)

City Hospital CBS 9pm Death Sentence - (SW) - with Gavin Gordon, Vera Allen, Georgianne Johnson, Gene Leonard; (SD)
(Melville Ruick)

Guess What? DuM 9pm Johnny Johnston (S), Audrey Christie, Mark Hanna, Virginia Peine
(Dick Kollmar)

Armstrong Circle Thtr NBC 9:30 Return The Favor - (O) - John McGreevey; with James Daly, Doris Dowling, Romola Robb, Bernard J Nedell, Henry Lascoe, William Martell; SD - Ted Post

Suspense CBS 9:30 Remember Me? - (O) - Raphael Hayes; with Martin Brooks, Cloris Leachman, Henry Sharpe, Frieda Altman; SD- Robert Mulligan

Quick On The Draw DuM 9:30 Al Kelly, Billy Gilbert (C)
(Bob Dunn & Robin Chandler)

Danger CBS 10pm Flowers Of Death - (O) - Joel Carpenter; with Stella Andrew, Don Murray, Joe De Santis, Olive Templeton, Paul Ford, Will Husson; SD-Chas Russell

WEDNESDAY AUGUST 13

Godfrey & Friends CBS 8pm Victor Borge substitutes for vacationing Godfrey

Ellery Queen ABC 9pm A Frame For A Chair - (O) - Henry Misrock; with Martin Newman, Phyllis Love, Berry Kroeger, Russell Hardie, Beatrice Pons

Kraft TV Theater NBC 9pm Lace On Her Petticoat - (O) - Aimee Stuart; with Valerie Cossart, Herbert Rudley, Una O'Connor, Denise Alexander, Norma Jane Marlow, Stuart McIntosh, Jean Cameron; SD - Stanley Quinn

The Hunter CBS 9:30 Athens Episode - (O) - Henry Kane; with Somer Alberg, Jacqueline de Wit, Gregory Morton, Ernest Sarracino, Ronald Dawson, Mary Alice Moore, Eugene Ruymen(FILM)
(Barry Nelson)

TV Recital Hall NBC 10pm Eugene Istomin (pianist)

The Unexpected NBC 10:30 Emperor Of Nothing - with Dan Seymour, Todd Karns, Everett Glass, Martha Hyer, Benny Rubin, John Breed, George Keymas, Alan O'Locklin, Valerie Fisher, Stanley Fraser, Ted Stanhope (FILM)

THURSDAY AUGUST 14

Eloise Salutes WPIX 5:15 Betty Furness (KINE SEEN ON CBS SUN AUG 24, 11:15pm)

Hollywood Off-Beat WJZ 8pm Anniversary Gift - (O) - Gene Levitt & Robert Mitchell; with Blair Davies, Regina Jouvin, Mary Laslo, Billy Greene, John Boyd; SD - Frederick Stephani (FILM)
(Melvyn Douglas)

Steve Allen CBS 8:30 Smokey, Wonder Horse; The Modernaires (S) (Originally scheduled for July 17, preempted by convent'n)

Big Town CBS 9:30 Moss Rose - (O) - Lawrence Kimble; with Hayden Rorke, Gordon Wynne, Ann Loos, Bob Bice; SD - Charles Haas
(Pat McVey & Jane Nigh)

THURSDAY AUGUST 14 (Cont'd)

Maggi McNellis WJZ 9:30 Guests to be announced

Mr Peepers
(Wally Cox) NBC 9:30 Hilda Vaughn, Natalie Trundy (SW, SD)

Martin Kane
(Lee Tracy) NBC 10pm Robert Keith, Jr, Bibi Osterwald, Russ Brown,
Richard Benedict

This Is Music DuM 10pm The Starnoters (M) substitute for vacationing
Robert Trendler Orchestra (FROM CHICAGO)

I've Got A Secret
(Steve Allen) CBS 10:30 Wanda Hendrix;(Allen substitutes for vacationing
Garry Moore)

FRIDAY AUGUST 15

Curtain Call NBC 8pm The Vexations Of A J Wentworth, B A - (O) - H F
Ellis, (A) - Worthington Miner; with Harry Townes,
Melville Cooper, Michael McAloney, Tarry Green; Dir - Martin
Magner

Twenty Questions
(Bill Slater) DuM 8:30 H Allen Smith (author)

Doorway To Danger
(Roland Winters) NBC 9pm (SW) - Charles Sinclair & William Hunt; with Hope
Miller, Lee Philips, Rock Rogers, Vincent Barbi,
Ted Behr;(SD);(Originally scheduled for July 11)

Schlitz Playhouse
(Irene Dunne) CBS 9pm Double Exposure - (O) - Philip MacDonald & Joan
Harrison; with John Beal, Amanda Blake, John Brown,
Jack Daly, Maude Prickett, Anne Nagel, Dick Tyler; Dir: Robert
Boyle (FILM)

Footlights Theater CBS 9:30 The Big Hello - (O) - Walter Brown Newman; with
Cesar Romero, Jeanne Cagney, Raymond Burr, Kathryn
Card (FILM)

Tales Of Tomorrow ABC 9:30 A Child Is Crying - (O) - John MacDonald, (A) -
Alvin Sapinsley; with Bert Lytell, Robin Morgan,
Cal Thomas, Donald McClelland, Peggy Allenby, Shirley Eggleston
(Repeat of show originally done August 17, 1951)

Police Story CBS 10pm Newark - (O) - Max Ehrlich; with Rusty Lane, Rod
Steiger, Leslie Barrett, Al Patterson, Ted Jacques,
Alfred Ward, Cameron Prud'homme; (SD) (Show originally scheduled
for July 25, preempted by convention)

ACROSS-THE-BOARD SHOWS, FRIDAY AUGUST 8 THROUGH FRIDAY AUGUST 15

Breakfast With Music WNBT 9am Connie Russell (S) replaces Francey Lane (S)
(Morey Amsterdam) (Seen M through F)

Strike It Rich
Todd Russell CBS 11:30 W - Arthur Murphy (producer); W (9pm) - Victor
McLaglen; F - Lennie Herman (M)

Herb Sheldon MBC 12:45 M - Don Pallini Dancers (also Th); Tu - Judith
Fellows; Th - Martha Scott; F - Angel (child ven-
triloquist), Betty O'Neill (Miss WNBT)

<u>Broadway Matinee</u> (Ethel Colby)	DuM 1:15	F - George Britton; M - Ceil Chapman (designer)
<u>Bill Silbert</u>	DuM 1:30	F - Alan Dale, Eartha Kitt (S)
<u>Garry Moore</u>	CBS 1:30	M - Roger Price (C); Tu- George Gobel (C); W - George Kaye (C); Th - Dick Kollmar; F - Phil Foster (C), Ivan Sanderson (scientist-explorer)
<u>Nancy Craig</u>	ABC 2:30	F - Nimura, Gemze de Lappe (D)
<u>Mel Torme</u>	CBS 3:30	Tu - Cliff Norton (C); Th - Arnold Stang (C)
<u>Summer School</u>	CBS 3:30	M - Margo Jones (producer); W - Emily Kimbrough (author); F - Burgess Meredith (FROM PHILADELPHIA)
<u>Margaret Arlen</u>	CBS 4pm	F - Jack Cassidy (S), Patricia Marand (S)
<u>Matinee In New York</u> (Bill Goodwin & Robin Chandler)	NBC 4pm	M - Marion Colby (S), Orson Bean (C); Tu - Jack Cassidy & Pat Marand (S), Harold Rome (composer); W - Dand & Wood (C); Th - Patricia Bright (C); F - Howell & Bowser (C), Paul Killiam & old time films
<u>Magic Cottage</u> (Pat Meikle)	DuM 6:30	M through F - Dr Batson Belfry Plays Cupid - with Wallace Acton Rod Colbin (SD, SW)
<u>Captain Video</u> (Al Hodge)	DuM 7pm	M through F - Charles Mendick, Ruth White, Joseph Allen, Jr, Gerriane Raphael, Tom McDermott (SW,SD)
<u>Broadway TV Theater</u>	WOR 7:30	M through F - <u>It's A Boy</u> - (O) - William Anthony McGuire; with Frederic Tozere, Hope Miller, Michael Higgins, James Kirkwood, Jr, Louis Lytton, Alice Buchanan, Ann Flood, Suzanne Dean, W O McWatters, Ernest Graves, Jerry Mann; Staged by Charles W Christenberry
<u>Eddy Arnold</u>	CBS 7:45	M & W - the Bell Sisters (S); F -Ray Charles Chorus
<u>News Of The Night</u>	CBS 11pm	M through F - Bill Leonard substitutes for vacationing Allan Jackson through Sept 1
<u>SATURDAY AUGUST 16</u>		
<u>Big Top</u> (Jack Sterling)	CBS 12N	The Kanazawas (risley), Lenny & Margie Ross (bag-punching); Sandy, the Seal; Elly Ardelty (trapeze)
<u>All Star Summer Revue</u>	NBC 8pm	Grace Hartman (D), Bert Wheeler (C), Ella Fitzgerald (S), Nelle Fisher & Jerry Ross (D), Jimmie Dodd; Ted & Flo Vallett (baton twirlers)
<u>SUNDAY AUGUST 17</u>		
<u>Tootsie Hippodrome</u> (John Reed King)	ABC 12:15	Walter Raymond (ventriloquist), Cycling Kirks
<u>Toast Of The Town</u>	CBS 8pm	Victor Borge substitutes for vacationing Ed Sullivan; Artie Auerbach (C), the Seven Ashtons (acro), Ken Whitmer (C)
<u>Information Please</u> (Clifton Fadiman)	CBS 9pm	Gregory Ratoff, Charles G Bolte (UN)
<u>Goodyear TV Playhouse</u>	NBC 9pm	<u>The Witness</u> - (O) - H R Hays & Robert Alan Aurthur; with Kim Stanley, Darren McGavin, John Alexander, Barbara Joyce, Richard Hylton, Elliott Sullivan, Corydon Erickson, Jane Rose, Ralph Dunn, Philip Pine, Vivian Nathan; SD - Vincent Donehue

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Tue(19)

ABC - 9:30-10pm; HIGHLIGHT; Fisher Body Craftsman's Guild Scholarship Award; from WXYZ-TV(Detroit) to the net(SIMULCAST); Sponsor - Fisher Body Division of General Motors thru Kudner Agency; Louis C. Goad, executive vice-president of General Motors, will be the chief speaker at the affair at which eight boys - winners in a nationwide model-car-designing competition - will be chosen from 42 regional winners to share university scholarships valued at \$20,000.

Fri(22)

NBC - 7:30-7:45pm M,W,F; LAST SHOW; Those Two; from WNBT to 29 sta plus 18 kine; Sponsor - Procter & Gamble(Tide, Camay, Drene) thru Benton & Bowles; Martha Stewart and Pinky Lee take two week vacation; will be replaced during hiatus by Meet Your Match, starring Jan Murray.

SPONSOR ACTIVITY

W.A. SHEAFFER(Fountain Pens) thru Russel M. Seeds(Chi) has purchased the 9-9:30pm time period on Your Show of Shows(NBC-TV Sat 9-10:30pm) on October 4, November 1 and December 13.

GRUEN WATCH CO thru McCann-Erickson will sponsor Walter Winchell weekly on the ABC radio & TV networks, to be carried on 26 TV stations and 343 radio outlets. A former announcement had the sponsor signed for alternate weeks only, and unconfirmed reports say that should a second sponsor be forthcoming, Gruen would return to the original alternate week basis.

WINE CORP OF AMERICA(Mogen David Wine) thru Weiss & Geller has renewed Charlie Wild, Private Detective(DuM Tue 9-9:30pm) effective for 44 weeks from the program's return date, September 2.

FRENCH SARDINE CO thru Rhoades & Davis(San Francisco) has purchased the 10-10:15am time segment of Arthur Godfrey Time(Mon thru Thu 10-10:30am CBS-TV) on Tuesdays and Thursdays, effective September 2 for 52 weeks.

PENICK & FORD(My-T-Fine Desserts) thru BBD&O has purchased the 4:15-4:30pm Thursday segment of the Kate Smith Show(NBC-TV Mon thru Fri 4-5pm) for 52 weeks effective October 2.

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Second main paragraph of text, continuing the handwritten notes.

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Seventh main paragraph of text, continuing the notes.

INDEX OF NETWORK AND LOCAL TV PROGRAMMING

This week marks the appearance of a special analysis designed to chart the status and changes in film and live network and syndicated shows. The basic data listed below will appear every week, but during the first week of each month it will be augmented to show the total hours devoted to various types of programs (interview, situation comedy, etc.) in the three main time groups. Total local station hours for the network outlets in New York and St Louis are also included for purposes of contrast. In the future, other key localities throughout the country will be highlighted. The date included in this index is entirely the result of original research based on information from the networks. (Charts copyright, 1952, by Television Index, Inc)

INDEX OF NETWORK TV PROGRAMMING

Scheduled program transmission for the week of: August 17-23					
		Total Hours Network Service			
		ABC	CBS	DuM	NBC
Time on-)	Live	$\frac{1}{4}$	$10\frac{1}{2}$	$\frac{1}{2}$	$14\frac{1}{4}$
12 noon)	Film	$3\frac{3}{4}$	$\frac{1}{2}$	--	5
12 noon-)	Live	$1\frac{3}{4}$	23	$5\frac{1}{2}$	$17\frac{3}{4}$
6:00pm)	Film	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$	$1\frac{3}{4}$
6:00pm-)	Live	$8\frac{1}{4}$	$18\frac{1}{4}$	$20\frac{1}{2}$	$24\frac{3}{4}$
time off)	Film	11	4	4	$6\frac{1}{4}$
TOTALS	Live	$10\frac{1}{4}$	$51\frac{3}{4}$	26	$56\frac{3}{4}$
	Film	$12\frac{1}{4}$	5	$4\frac{1}{2}$	13

(Note: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Network programs include syndicated kinescopes and filmed shows seen in local time slots on same or different dates through the network. Film shows in this category are programs produced or adapted especially for TV. This excludes movie features and shorts listed below.)

Total Network And Local Hours Of Scheduled Transmission
Over Key Outlets Of Networks, Week Of: August 17-23

	ABC	CBS	DuM	NBC
New York City	WJZ-TV ($90\frac{1}{4}$)	WCBS-TV (104)	WABD ($60\frac{1}{2}$)	WNBT (112)
St Louis	Served by all nets: KSD-TV ($120\frac{1}{4}$)			

Movie Features And Shorts Of An Entertainment Nature, Not Originally
Made For TV, Excluding News And Sportsreels: Total Hours, Week Of 8/17-23

	ABC	CBS	DuM	NBC
Network Service	2	--	--	--
New York Local	WJZ-TV ($41\frac{1}{4}$)	WCBS-TV ($33\frac{3}{4}$)	WABD (7)	WNBT ($25\frac{1}{4}$)
St Louis Local	KSD-TV ($5\frac{1}{4}$)			

(Note: In cases where network has scheduled show and channel is carrying simultaneous local show, only network time is included. Totals indicate only active broadcasting hours, not test patterns, closed circuit or experimental transmission.)

NYC LOCAL STATION ACTIVITY

WABD(Ch5) - Western Theater; DEBUT Aug 18; Mon thru Fri 6:15-6:30pm (ON FILM); Sustaining; new program will have Western films in serial form; new late afternoon-early evening WABD schedule will have Evening News from 6-6:15pm; Western Theater 6:15-6:30pm; Magic Cottage 6:30-7pm; and Captain Video 7-7:30pm.

WJZ-TV(Ch7) - The Flashback Game; HIGHLIGHT Aug 18; Mon 9:30-10pm; Sustaining; Prod - Irving Marsh, NY Herald-Tribune; Dir - Bill Beal WJZ-TV; Herman Hickman will narrate a half-hour showing of filmed highlights of the NY Herald-Tribune's Fresh Air Fund All-Star Football games of the past 16 years. Viewers will be asked to contribute to the Fund the amount that they would have normally spent on tickets.

NEWS DIGEST

NIELSEN NATIONAL TV RATINGS FOR JULY RELEASED - The National Nielsen ratings for the ten most popular TV shows during two weeks ending July 12 are:

	<u>#Homes (000)</u>		<u>% Homes</u>
Godfrey Friends(Toni-Gillette)	5,388	Godfrey Friends(Toni-Gillette)	33.5
Pabst Blue Ribbon Bouts	5,158	Pabst Blue Ribbon Bouts	30.7
Godfrey Friends(Liggett&Myers)	4,970	Talent Scouts	30.5
My Little Margie	4,769	My Little Margie	30.0
Racket Squad	4,206	Godfrey Friends	29.5
TV Playhouse(Philco)	3,776	Racket Squad	28.1
What's My Line?	3,762	What's My Line?	27.3
Big Town	3,760	Big Town	27.2
Summer Theater	3,514	Godfrey Friends(Pillsbury)	25.8
TV Playhouse(Goodyear)	3,512	The Web	24.3

TRENDEX AUGUST RATINGS FOR TEN TOP TV PROGRAMS - The top ten evening sponsored TV programs, based on one broadcast during the week August 1-7, 1952, according to Trendex, Inc:

Godfrey Friends(Jerry Colonna)	34.3	Pabst Blue Ribbon Fights	23.2
Racket Squad	27.2	Gangbusters	21.4
Talent Scouts(Joe E. Brown)	25.2	What's My Line?	20.9
The Hunter	24.7	Big Town	19.9
Strike It Rich	24.7	Suspense	18.9

NEW NBC-TV DAYTIME PROGRAMMING IDEA ANNOUNCED - Hometown, a block of four different quarter-hour dramatic serials, is a new NBC-TV project announced last

last week by the network. Conceived by William I. Kaufman, supervisor of program procurement for NBC-TV, each of the four stories will be complete within itself, with characters from each of the other stories seen periodically in other segments. The four different episodes on Hometown will revolve around the prominent surgeon of the town; an elderly couple who run the grocery store; a lady personnel manager of a local plant; and the town seamstress, a kindly old maid who is the confidante of most of the town's characters. Ted Mills is scheduled to produce, with Charles Speer assigned to the project as story editor, with a staff of writers to include Paul Rhymer, Joel Hammil, Howard Rodman and others.

WY LOCAL NEWS ACTIVITY

WYLOCAL

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Table with 4 columns: Program Name, Amount, and other details. Includes entries like 'WYLOCAL NEWS ACTIVITY', 'WYLOCAL NEWS ACTIVITY', etc.

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WYLOCAL

DUMONT ADDS THREE AFFILIATES - DuMont has announced the signing of three new affiliates, including the first Canadian stations scheduled to go on the air. The Canadian stations, owned by the Canadian Broadcasting Corporation are CBFT, Montreal, and CBLT, Toronto, both scheduled to begin operating in September. The third new affiliate, which brings the total number of stations carrying DuMont programming to 64, is KFEL-TV, Denver, which also carries ABC and NBC programs.

PULSE TV REPORTS TO BE ISSUED IN 2 NEW MARKETS - Dr Sydney Roslow has announced that Pulse TV reports will be issued in two new markets, Dallas & Ft Worth, bringing the total of Pulse covered TV markets to 40. Pulse also reports on 72 radio markets throughout the country.

COLUMBIA UNIVERSITY TO OFFER DEGREE IN RADIO & TV - NY's Columbia University has announced that starting with the 1952-53 academic year, students will be permitted to major in TV & radio with a program of studies leading to a BS degree. The study program will include the series of 14 courses of the University's School of General Studies, presented in cooperation with NBC. In addition, the curriculum will include academic and cultural courses.

21 NBC-TV STATIONS INCREASE RATES SEPTEMBER 15 - Basic rates of 21 of the 65 stations of the NBC-TV network will be increased, effective September 15. The current and revised gross Class "A" hour rates for the 21 stations are as follows:

	<u>Current</u>	<u>New</u>		<u>Current</u>	<u>New</u>
Albuquerque, KOB-TV	\$ 200	\$ 250	Huntington, W.Va, WSAZ-TV	\$ 425	\$ 475
Atlanta, WSB-TV	625	700	Louisville, WAVE-TV	575	650
Baltimore, WBAL-TV	1,100	1,200	Memphis, WMCT	625	675
Chicago, WNBQ	2,200	2,400	Minn.-St.Paul, KSTP	900	950
Cincinnati, WLW-T	975	1,000	Nashville, WSM-TV	375	450
Cleveland, WNBK	1,425	1,500	New York, WNBT	4,500	4,800
Columbus, WLW-C	725	775	Providence, WJZR-TV	800	850
Dallas-Ft.Worth			San Francisco, KRON-TV	1,000	1,200
WFAA-TV-WBAP-TV*	750	1,000	Toledo, WSPD-TV	725	775
Dayton, WLW-D	675	725	Washington, WNBW	975	1,100
Houston, KPRC-TV	600	700			

*Combination rate. If only one of the stations is available, the single station rate will be \$750 per Class "A" hour.

FCC AUTHORIZES ADDITIONAL NY EDUCATIONAL CHANNELS - The FCC has granted the Regents of the University of the State of NY permits for two more educational channels, Ch 46 in Binghamton & Ch 25 in NYC. Stations have already been authorized at Albany, Buffalo & Rochester, with applications pending for Ithaca, Syracuse & Utica.

PERSONNEL ITEMS: Hampton W. Howard, founder of Special Purpose Films, and more recently VP of Hartley Productions, has joined Transamerican TV as Executive Producer of their newly formed Motion Picture Production Division.....Bernice Coe has been appointed Vice-President in Charge of TV Station Sales for Sterling TV.....Robert Florey has been set to direct Official Films' "Four Star Playhouse", currently in production in Hollywood.....Robert J. Kingsley has been appointed production supervisor for PSI-TV, producers and distributors of television film programming. Formerly with the AP's "Spotnews" newsreel, he will also serve as director of PSI-TV's new film center in New York.

SUNDAY AUGUST 17 (Cont'd)

Your Lucky Clue
(Basil Rathbone) CBS 7:30 Panel: Alfred Bester, John Gleason, Edward A Byron, Raymond Schindler; Performers: Gloria McGhee, Therese Hunter, Rosemary Pettit, Gloria Gelman, Martha Greenhouse, Frank Twedell; (SD)

Rocky King
(Roscoe Karns) DuM 9pm Love, Money And Murder - (O) by Carl Abrams; with Emily Lawrence, John Raby, Harold Gary, Lisa Loring

The Plainclothes Man
(Ken Lynch) DuM 9:30 The Thoughtful Husband - with Phil Foster, Ellen Leslie, Joann Dolan, Frank Lawrence, Michael King

Celebrity Time
(Conrad Nagel) CBS 10pm Ben Blue & Sid Slate (C), Teresa Brewer (S), Betty Ann Grove (S), Jonathan Lucas (D), The Honeydreamers (S), Georgine Darcy, Harry Hall, Victor Dexter

Hallmk Hall Of Fame NBC 10pm I Lift My Lamp - (O) by Rod Serling; with Maria Riva, Richard McMurray, Byron Sanders, Henry Sharpe, Martin Kosleck, Maurice Manson, Abby Lewis, Nat Frey, Herbert Ratner; (SD)

MONDAY AUGUST 18

Lux Video Theater CBS 8pm You Be The Bad Guy - (O) by Rod Serling; with MacDonald Carey, Biff Elliot, William Harrigan, Joe Verdi, Joe De Santis, Rudy Bond, Robert Dale Martin, Frank Grosso, Vincent Barbi, Christopher Barbery, Buzzy Martin, Bettye Ackerman, P Jay Sidney, Andy Sabilia

Voice Of Firestone
(Howard Barlow) NBC 8:30 Rise Stevens

Lights Out
(Frank Gallop) NBC 9pm Twist Of Fate - (O) by John Roeburt; with EG Marshall, Constance Ford, Howard Smith, James Lipton, Maurice Manson, Edwin Cooper, Edward Holmes

Robert Montgomery NBC 9:30 Stand-In Bride - (O) by Mosser Mauger, (A) by Nancy Moore; with stock co & Peter Pagan, Charles Jordan, Donald Foster, Hildy Parks, Elmer Lehr, Truman Smith; Dir - Norman Felton

Westinghouse Theater CBS 10pm One In A Million - (O) Juliet Bridgeman, (A) by Victor Wolfson; with Reinhold Schunzel, Stefan Schabel, Virginia Vincent, Royal Dano, Ruth Tobin, George Ives, Porter Van Zandt; Dir - David Rich

Who Said That?
(Walter Kiernan) NBC 10:30 Frank Conniff (columnist), Joan Alexander, Robert Ruark (columnist), Hurd Hatfield (NET EXCEPT WNBT)

TUESDAY AUGUST 19

Crime Syndicated CBS 9pm Riot - (O) by Nelson Gidding; with Sen Herbert R O'Connor (narrator); Robert Pastene, Jim Bender, Marc Cramer, Sidney Poitier, Cameron Prud'homme, Tommy Nello, John Pavelko, Courtney Olden, Leonard Yorr, Norman Keats, Maurice Gosfield, Leslie Litomy, Jock MacGregor, Don Kennedy, Scott Fielding

Guess What?
(Dick Kollmar) DuM 9pm Audrey Christie, Mark Hanna, Virginia Peine, Quentin Reynolds

WEDNESDAY

10:00	10:00	10:00
10:30	10:30	10:30
11:00	11:00	11:00
11:30	11:30	11:30
12:00	12:00	12:00

THURSDAY

10:00	10:00	10:00
10:30	10:30	10:30
11:00	11:00	11:00
11:30	11:30	11:30
12:00	12:00	12:00

FRIDAY

10:00	10:00	10:00
10:30	10:30	10:30
11:00	11:00	11:00
11:30	11:30	11:30
12:00	12:00	12:00

TUESDAY AUGUST 19 (Cont'd)

Armstrong Theater NBC 9:30 A Man And His Conscience - (O) by Gena Canestrari; with William Prince, Michael Stanley, Audra Lindley, Griff Evans, Ellen Barrie, Raymond Van Sickle; Dir - Garry Simpson

Suspense CBS 9:30 Her Last Adventure - (O) by Marie Belloc Lowndes, (A) by Raphael Hayes; with Arlene Francis, Lloyd Bridges, John McGovern, Peggy Allenby; (SD)

Quick On The Draw DuM 9:30 Mary Small (S), Harry Balogh (announcer)
(Bob Dunn & Robin Chandler)

Danger CBS 10pm Pick-Up - (O) by Sidney Edelstein; with EG Marshall, Olive Deering, Bruce Gordon, William A Lee

WEDNESDAY AUGUST 20

Arthur Godfrey CBS 8pm Celeste Holm substitutes for vacationing Godfrey this date & August 27

Straw-Hatters DuM 8:30 Bill Wendell replaces Bob Haymes as MC

Ellery Queen ABC 9pm The Winner Was Death - (O) by John C Gibbs; with (Florenz Ames) Robert Keith, Jr, John Shellie, Joseph Downing, Nita Talbot, Robert Middleton, Remo Pisani; Dir - Walter Hart

Kraft Theater NBC 9pm Indian Summer - (O) by Owen Davis, (A) by R Howard Lindsay; with Anna Lee, Edmond Ryan, Russell Hardie, Jayne Meadows, Chris White, Paul Newman, Dortha Duckworth, Winifred Cushing, Myrtle Ferguson; Dir - Maury Holland

The Hunter CBS 9:30 Operation Ashes - (O) by Hamilton Benz; with Neva (Barry Nelson) Patterson, Joel Ashley, Martin Rudy, Julius Bing

TV Recital Hall NBC 10pm Lillian & Joseph Fuchs (viola & violin duo)

The Unexpected WNBT 10:30 The Perfect Mrs Chesney - with Martha Vickers(FILM)
(Herbert Marshall)

THURSDAY AUGUST 21

Eloise Salutes WPIX 5:15 Frank Conniff (columnist)(KINE SEEN ON CBS SUN AUG 31 at 11:15pm)

Hollywood Off-Beat WJZ 8pm Walk A Lonely Street - (O) by Ruth C Denis, (A) by (Melvyn Douglas) Rip Von Ronkel & James Cavanagh; with Anna Karen, Stuart McIntosh, Douglas Rutherford, William Beach; Dir - Marion Parsonnet (FILM)

Mr Peepers NBC 9:30 Marion Lorne, Donald Harris
(Wally Cox)

Big Town CBS 9:30 Please Murder Me - (O) by EA DuPont & David Chandler; with George Macready, Courteen Landis, Robert Rockwell; Dir - EA DuPont (FILM)
(Pat McVey & Jane Nigh)

Racket Squad CBS 10pm Know Your Family Tree - (O) by Jackson Gillis; with George Meader, Frances Bavier, John Frank, Hugh Beaumont, Paul Brimegar, Charles Evans (FILM)
(Reed Hadley)

THURSDAY AUGUST 21 (Cont'd)

Martin Kane NBC 10pm Edward Binns, Madeleine Sherwood, Gloria McGhee,
(Lee Tracy) Harold Gary, Billy M Greene, Edward Emerson

I've Got A Secret CBS 10:30 Laraine Day, Jayne Meadows, Bill Cullen, Melville
(Garry Moore) Cooper

Foreign Intrigue WNBT 10:30 Sleepers Village - (O) by Stella Linden; with
(Jerome Thor) Willy Peters, Peter Lindgren, Torsten Lilliecrona,
Lennert Ahlqvist, Alan Blair (FILM)

FRIDAY AUGUST 22

Curtain Call NBC 8pm The Liar - (O) by Henry James, (A) by Howard Mer-
rill; with Charlton Heston, Ilona Massey, Frederic
Tozere, Susan Harris, Karen Lindgren; Dir - Hal Keith

Arthur Murray Party CBS 8pm Bert Wheeler (C), Earl Hall (C)
(Kathryn Murray)

Schlitz Playhouse CBS 9pm Mr & Mrs Trubble - (O) by Lawrence Klee; with Vir-
(Irene Dunne) ginia Field, Willard Parker, Tracey Roberts, Lela
Bliss, Larry Blake, Gil Frye; Dir - Edward Mann (FILM)

Campbell Playhouse NBC 9:30 This Little Pig Cried - (O) by Muriel Roy Bolton;
with Frances Rafferty, Robert Rockwell, George Pem-
broke, Bill Cullen, Stanley Glenn; Dir - Richard Irving (FILM)

Footlights Theater CBS 9:30 The Man Who Had Nothing To Lose - (O) by Norman
Jacobs; with Porter Hall, Neville Brand, Elisabeth
Risdon, Alan Bridge (FILM)

Cavalcade Of Stars DuM 10pm Don Cornell (S), Doretta Morrow (S)
(Larry Storch)

ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 15 THROUGH FRIDAY AUGUST 22

Today NBC 7am Jack Lescoulie & James Fleming substitute for va-
cationing Dave Garroway (Seen M through F)

Strike It Rich CBS 11:30 W - Robert Sylvester (critic); W (9pm) - Walter
(Warren Hull) Abel; F - Allen Prescott

Garry Moore CBS 1:30 M - Romo Vincent (C); Tu - Milbourne Christopher
(Magician); W - Ivan Sanderson (scientist-explorer);
The Sunnysiders (S); Th - Kaye Ballard (C)

Bill Silbert DuM 1:30 M - Marion & Jim McPartland (bandleaders)

Nancy Craig ABC 2:30 F - Sherry Jackson; M - Mrs. Douglas Hunt (sculp-
tress); Tu - Arlene Baker (S); Th - Peter Martin
(author)

Mike And Buff CBS 2:45 M through F - Paul Tripp & Ruth Enders substitute
for vacationing Mike & Buff

Barbara Welles WOR 2:45 M through F - Dan McCullough substitutes for vaca-
tioning Barbara Welles

Mel Torme CBS 3:30 Tu - Arnold Stang (C); Th - Johnny Johnston (S)

Matinee In New York NBC 4pm M - Paul Killiam (C), Bonnie Baker (S); Tu - Betty
(Bill Goodwin & Robin Chandler) Ann Grove (S), Dana & Wodd (C); W - The Korn Kob-
blers (M), Roger Price (C); Th - Ben Wrigley (C);
F - Mike Demenico (D), Bob Howard (M)

ACROSS THE BOARD SHOWS FRIDAY AUGUST 15 THROUGH FRIDAY AUGUST 22 (CONT'D)

Margaret Arlen CBS 4pm F - Ronnie Graham (S); Tu - Maria Augusta Trapp(S), Charles Fitzsimmons; Th - David Alexander (director); F - Harry Seguela (S)

Magic Cottage DuM 6:30 M through F - Fateful John Disobeys - with Skedge Miller, Philip Truex
(Pat Meikle)

Broadway TV Theater WOR 7:30 M through F - Night Must Fall - (O) by Emlyn Williams; with Bethel Leslie, Wright King, Ruth Gates, Anthony Kemble-Cooper; Staged by Charles W Christenberry

Eddy Arnold CBS 7:45 M - The Four Aces (S); W - Johnny Johnston (S), Ray Charles Chorus (also F)

SATURDAY AUGUST 23

The Big Top CBS 12N The Flying Romas (trapeze), The Texans (balancing),
(Jack Sterling) Ted & Flo Vallett (acro), Ed Ford & Whitney (contortionists), Robinson's Elephants

Stork Club CBS 7pm John Loder
(Sherman Billingsley)

All Star Summer Revue NBC 8pm Grace Hartman (C), Jackie Miles (C), Sinclair & Spaulding (D), Slim Gaillard (M), the Hanneford Family (equestrian), the Bell Sisters (S)

SUNDAY AUGUST 24

TV Recital Hall NBC 5:30 Jeanne Mitchell (violinist)

It's News To Me CBS 6:30 Nina Foch
(John Daly)

Your Lucky Clue CBS 7:30 Guest Panelists: John Gleason, Darren McGavin,
(Basil Rathbone) Joseph Johnson; Performers: Cameron Prud'homme, Mercer McLeod, Sherry Bennett, Vinton Hayworth, Enid Phillips, Robert Dryden, Gilbert Mack

Toast Of The Town CBS 8pm Unus (acro)
(Ed Sullivan)

Philco TV Playhouse NBC 9pm Three Sundays - (O) by Jane Hinton; with Walter Matthau, Murray Matheson, Malcolm Keen, Frederick Worlock, Sheila Keddy, Gerald O'Loughlin, Judith Cargill, Lex Richards; Dir - Delbert Mann

Celebrity Time CBS 10pm Phil Foster (C), Dizzy Dean (baseball), Betty Ann
(Conrad Nagel) Grove (S), Jonathan Lucas Dancers, Connie Russell (S)

The Doctor (DEBUT) NBC 10pm Inquisitor - (O) by Franz Spencer; with Whit
(Warner Anderson) Bissell, Anne Burr, Ferdi Hoffman, Reinhold Schunzeller, William Lee; Dir - Rod Amateau (FILM)

TALENT AVAILABILITIES

ALBERTO CASTILLO - Lat-Amer movie & recording star - AGT: Louis Garcia, IL 7-0812

WANDA HENDRIX - AGT: Wm Morris, JU 6-5100
MURIEL LANDERS - returns from Palladium - AGT: Al Grossman, CI 5-8422

1 - Board of Directors (19) - 1911-1912	1911-1912	1911-1912
2 - Board of Directors (19) - 1912-1913	1912-1913	1912-1913
3 - Board of Directors (19) - 1913-1914	1913-1914	1913-1914
4 - Board of Directors (19) - 1914-1915	1914-1915	1914-1915
5 - Board of Directors (19) - 1915-1916	1915-1916	1915-1916
6 - Board of Directors (19) - 1916-1917	1916-1917	1916-1917
7 - Board of Directors (19) - 1917-1918	1917-1918	1917-1918
8 - Board of Directors (19) - 1918-1919	1918-1919	1918-1919
9 - Board of Directors (19) - 1919-1920	1919-1920	1919-1920
10 - Board of Directors (19) - 1920-1921	1920-1921	1920-1921
11 - Board of Directors (19) - 1921-1922	1921-1922	1921-1922
12 - Board of Directors (19) - 1922-1923	1922-1923	1922-1923
13 - Board of Directors (19) - 1923-1924	1923-1924	1923-1924
14 - Board of Directors (19) - 1924-1925	1924-1925	1924-1925
15 - Board of Directors (19) - 1925-1926	1925-1926	1925-1926
16 - Board of Directors (19) - 1926-1927	1926-1927	1926-1927
17 - Board of Directors (19) - 1927-1928	1927-1928	1927-1928
18 - Board of Directors (19) - 1928-1929	1928-1929	1928-1929
19 - Board of Directors (19) - 1929-1930	1929-1930	1929-1930

RESOLUTIONS

RESOLUTION NO. 1 - To approve the report of the Board of Directors for the year ending 1930.

RESOLUTION NO. 2 - To authorize the Board of Directors to execute any and all contracts, leases, mortgages, deeds, and other instruments that may be necessary or proper for the carrying out of the business of the Corporation.

AUGUST 24-30, 1952

VOL. 4 NO. 3 SUPPLEMENT D

EDITOR: Jerry Leichter
ASSOC EDS: David B. Graham
Alvin Sullum

Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(24)

NBC - 4-4:30pm; RETURN; Kukla, Fran & Ollie; from WNBQ(Chicago) to the net; Sponsor - RCA Victor thru J. Walter Thompson (alternate weeks only); Pkgr - Burr Tillstrom; Prod - Beulah Zachary WNBQ; Dir - Lewis Gomavitz; Writer - Burr Tillstrom; Music Dir - Jack Fascinato; Costumes - Joseph Lockwood; Kukla, Ollie, Beulah Witch, Madame Ooglepuss and Fletcher Rabbit return after a two-month's summer hiatus, along with Fran Allison; program had been seen from 7-7:15pm Mon thru Friday.

4:30-5pm; NEW TIME; Hallmark Summer Theater; from WNBT to 31 sta & 4 kine; Sponsor - Hallmark Greeting Cards thru Foote, Cone & Belding; Prod-Dir - Albert McCleery; summer series, which had been in 10-10:30 pm time slot since July 6, returns to regular program time.

6-6:30pm; NEW TIME; Fearless Fosdick; from WNBT(ON FILM) to the net; Sustaining; Pkgr - Louis G. Cowan; Film Prod - Charles Guggenheim; marionette show has been on network 6:30-7pm, but was not seen on WNBT;

6:30-7pm; NEW TIME; Are You Positive?; from WNBT to the net; Sustaining; Pkgr-Prod - Lester Lewis & Allan Lawrence; Bill Stern's sports panel show was 6-6:30pm.

10-10:30pm; DEBUT; The Doctor; from WNBT(ON FILM) to the net; Sponsor - Procter & Gamble(Camay Soap) thru Benton & Bowles; Prod - Marion Parsonnet Prodns; Dirs - Rodney Amateau, Robert Aldrich, Don Siegel; Film Ed - Mickey Schwartz; Camera - Joe Biroc(LA), Burgi Conter(NY); new dramatic films illustrate the basic problems of human life as seen through the eyes of a sympathetic doctor, portrayed by Warner Anderson, who introduces the stories.

Mon(25)

ABC - 7:30-8pm; RETURN; Hollywood Screen Test; from WJZ-TV to 12 sta & 3 kine; Sponsor - Ironrite thru Brooke, Smith, French & Dorrance; Pkgr-Prod - Lester Lewis; Dirs - Frederic Carr & Alton Alexander; Writers - Alton Alexander & Lester Lewis; films were shown in time slot while program took summer hiatus, which started June 23.

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Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

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RECEIVED

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Fourth main paragraph of handwritten text, starting with "I have received..." and continuing with several lines of illegible handwriting.

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Sixth main paragraph of handwritten text, starting with "I have received..." and continuing with several lines of illegible handwriting.

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Scheduled program transmission for the week of: August 24-30		Total Hours Network Service			
		ABC	CBS	DuM	NBC
Time on-)	Live	3/4	10 1/2	1/2	14 1/4
12 noon)	Film	1/4	1/2	--	5
12 noon-)	Live	1 3/4	23	4	19 3/4
6:00 pm)	Film	1/2	1 1/2	1/2	1 1/4
6:00 pm-)	Live	9 1/2	19	21	23 1/2
time off)	Film	8 1/4	4	3 1/2	6 1/2
TOTALS	Live	12	52 1/2	25 1/2	57 1/2
	Film	9	6	4	12 3/4

(Note: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Network programs include syndicated kinescopes and filmed shows seen in local time slots on same or different dates through the network. Film shows in this category are programs produced or adapted especially for TV, plus documentaries and other special films.)

Total Network And Local Hours Of Scheduled Transmission
Over Key Outlets Of Networks, Week Of: August 24-30

CITY	ABC	CBS	DuM	NBC
New York City	WJZ-TV(89 1/4)	WCBS-TV(104)	WABD(58 1/4)	WNBT(112 1/2)
Charlotte	Served by all nets: WBTW(89)			
Bloomington	Served by all nets: WTTV(81 3/4)			

Movie Features And Shorts Of An Entertainment Nature, Not Originally Made
For TV, Excluding News And Sportsreels: Total Hours, Week Of: August 24-30

	ABC	CBS	DuM	NBC
Network Service	2	--	--	--
New York Local	WJZ-TV(35 1/4)	WCBS-TV(33 3/4)	WABD(7)	WNBT(25 1/4)
Charlotte Local	WBTW(1 3/4)			
Bloomington Local	WTTV(2 1/2)			

(Note: In cases where network has scheduled show and channel is carrying simultaneous local show, only network time is included. Totals indicate only active broadcasting hours, not test patterns, closed circuit or experimental transmission.)

TABLE OF NETWORK AND LOCAL TV PROGRAMS

The basic weekly schedule has been revised to include the new network and local programs. During the first week of each month, it is recommended to check the local listings for various types of programs. This information is available in the local listings.

TABLE OF NETWORK TV PROGRAMS

City	ABC	CBS	NBC	Time
Los Angeles	12:00 PM	1:00 PM	2:00 PM	3:00 PM
San Francisco	12:00 PM	1:00 PM	2:00 PM	3:00 PM
San Diego	12:00 PM	1:00 PM	2:00 PM	3:00 PM
San Jose	12:00 PM	1:00 PM	2:00 PM	3:00 PM
San Francisco	12:00 PM	1:00 PM	2:00 PM	3:00 PM

Local listings for each city are provided in the local listings. This information is available in the local listings. This information is available in the local listings.

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Los Angeles	12:00 PM	1:00 PM	2:00 PM	3:00 PM
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San Diego	12:00 PM	1:00 PM	2:00 PM	3:00 PM
San Jose	12:00 PM	1:00 PM	2:00 PM	3:00 PM

Local listings for each city are provided in the local listings. This information is available in the local listings.

City	ABC	CBS	NBC	Time
Los Angeles	12:00 PM	1:00 PM	2:00 PM	3:00 PM
San Francisco	12:00 PM	1:00 PM	2:00 PM	3:00 PM
San Diego	12:00 PM	1:00 PM	2:00 PM	3:00 PM
San Jose	12:00 PM	1:00 PM	2:00 PM	3:00 PM

Local listings for each city are provided in the local listings. This information is available in the local listings.

THIS WEEK (Cont'd)

Mon(25)

CBS - 7:45-8pm Mon, Wed, Fri; RETURN; Perry Como Show; from WCBS-TV to 17 sta & 26 kine; Sponsor - Liggett & Myers (Chesterfields) thru Cunningham & Walsh; Prod - Lee Cooley C&W; Dir - Ib Melchior; Writer - Bob Merrill; musical program returns after two-month hiatus; Eddy Arnold Show filled time slot for sponsor.

NBC - 7:30-7:45pm Mon, Wed, Fri; DEBUT; Meet Your Match; from WNBT to 29 sta & 18 kine; Sponsor - Procter & Gamble (Tide, Camay, Crene) thru Benton & Bowles; Pkgr - Jantone Prodns; Prod - Herbert Moss; Dir - Larry White; Jan Murray stars in quiz show which is two-week replacement for the Martha Stewart-Pinky Lee musical program, Those Two.

8-8:30pm alt Mon; LAST SHOW; Masquerade Party; from WNBT to 32 sta & 19 kine; Sponsor - Speidel Watch Bands thru Sullivan, Stauffer, Colwell & Bayles; Pkgr - Wolf Associates; Prod - Herbert Wolf; Assoc Prod - Alan Gilbert; Dir - Craig Allen NBC; Bud Collyer moderated panel show which alternated with Quiz Kids as summer replacement for What's My Name?

Tue(26)

NBC - 7:30-7:45pm Tue & Thu; RETURN; The Dinah Shore Show; from KNBH(Hwood) to 41 sta & 5 kine; Prod-Dir-Writer - Alan Handley; Asst Prod - Bud Yorkin; Music - Victor Schoen; musical program was replaced during hiatus by Liberace show.

Thu(28)

NBC - 9-9:30pm; RETURN; Treasury Men in Action; from WNBT to 15 sta plus 10 kine; Sponsor - Borden's Instant Coffee thru Doherty, Clifford & Shenfield; Pkgr - Bernard J. Prockter; dramatic adventure series features Walter Greaza as 'Treasury Chief'; What Happened?, panel quiz show, was three-week filler for last part of T-Men's hiatus.

Fri(29)

CBS - 3:30-4pm Mon thru Fri; LAST SHOW; Summer School; from WCAU-TV(Phila) to the net; Sustaining; Prod - Charles Vanda WCAU-TV; educational program was seen three-times-a-week thru August 22; shown daily this past week only.

NBC - 9-9:30pm; RETURN; Big Story; from WNBT to 18 sta & 24 kine; Sponsor - Pall Mall Cigarettes thru Sullivan, Stauffer, Colwell & Bayles; Pkgr-Prod - Bernard J. Prockter; Dir - Dick Schneider; Music - Wladimir Selinsky; Narrator - Bob Sloane; dramatic adaptations of newspapermen's experiences; Doorway to Danger was summer replacement.

Sat(30)

NBC - 10:30-11pm; RETURN; Your Hit Parade; from WNBT to 34 sta & 22 kine; Sponsor - American Tobacco(Lucky Strike) thru BBD&O; Agcy Superv-Prod-Dan Lounsbury & Ted Fetter; Staging & Choreography - Tony Charmoli; TV Dir - Clark Jones; Writer - William Nichols; Music - Raymond Scott; Sets-Paul Barnes; Announcer - Andre Baruch; Dorothy Collins and Snooky Lanson return, with June Valli a new soloist on the program. Assignment: Man Hunt was summer replacement for the sponsor.

LAST WEEK'S NETWORK CHANGES

CBS - Mel Torme Show; LAST SHOW Aug 21; Tue & Thu 3:30-4pm; from WCBS-TV to the net; Sustaining; Prod - Bob Bach; Dir - Lloyd Gross; program had been on twice weekly since June 19.

NEWLY ANNOUNCED NETWORK FUTURES

- Oct 1 - This Is Your Life; NBC-TV Wed 10-10:30pm; from KNBH(Hwood) to the net; Sponsor - Hazel Bishop, Inc thru Raymond Spector; Ralph Edwards will star in TV version of his human interest radio program, on which the detailed life story of some little-known individual is presented.
- Oct 15- I Married Joan; NBC-TV Wed 8-8:30pm; from KNBH(Hwood) (ON FILM) to the net; Sponsor - General Electric(Major & Small Appliances Div) thru Young & Rubicam; Joan Davis will star in situation comedy program to be filmed in Hollywood; the plot revolves around the eccentric foibles of the unpredictable wife of a judge, latter role to be played by Jim Backus.

SPONSOR ACTIVITY

KELLOGG CO(Cereal Products) thru Leo Burnett, will sponsor the first half-hour of Super Circus(ABC-TV Sun 5-6pm) every week beginning September 28. Sponsorship of the last half-hour of the show will be resumed by Mars Candy, also thru Leo Burnett, on September 14.

ADAM HATS thru Hirshon-Garfield will sponsor a series of fight films, Famous Fights from Madison Square Garden, over the DuMont net Mondays 9:45-10pm, effective September 15.

BAYUK CIGARS(Phillies) thru Ellington will sponsor Ted Husing's Ringside Interviews (DuMont Monday 10:45-11pm) effective September 8.

MILES LABORATORIES(Alka-Seltzer) thru Geoffrey Wade(Chicago) will not resume its alternate week sponsorship of One Man's Family(NBC-TV Sat 7:30-8pm).

NYC LOCAL STATION ACTIVITY

WABD(Ch5) - Barry Gray - News; RETURN Aug 25; Mon thru Fri 11-11:15pm; Sponsor - Sealy Mattress Co & Michaels Bros Stores thru the Getschal Co; Prod - Buddy Allen; Dir - Barry Shear; Barry Gray writes and delivers his analysis of the news.

Starring the Editors; LAST SHOW Aug 20; Wed 9:30-10pm; Sponsor - Grand Union Food Markets & Leading Food Pkgrs thru Badger, Browning & Hersey; Prod - Jack Wilcher; Dir - Bill Marceau; Edwin D. Canham, Editor of Christian Science Monitor, was moderator.

WCBS-TV(Ch2) - Knickerbocker Candid Camera; LAST SHOW Aug 29; (ON FILM) Tue 10:30-11pm; Sponsor - Ruppert's(Knickerbocker Beer) thru Biow; Allen Funt's candid camera program remains on its WJZ-TV schedule.

WJZ-TV(Ch7) - Bill Harrington Show; NEW TIME Aug 25; Mon thru Fri 3-3:30pm; Sustaining; Prod - Chuck Bishop; Dir - Ray Abel; musical variety & interview show had been seen in later time slot; Spotlight on Music, formerly 3-3:30pm, is 11:10pm for this week, then departs.

SECTION 1

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SECTION 2

2. The second part of the document is a list of names and addresses. The names are listed in the first column and the addresses in the second column. The list is as follows:

3. The third part of the document is a list of names and addresses. The names are listed in the first column and the addresses in the second column. The list is as follows:

SECTION 3

4. The fourth part of the document is a list of names and addresses. The names are listed in the first column and the addresses in the second column. The list is as follows:

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7. The seventh part of the document is a list of names and addresses. The names are listed in the first column and the addresses in the second column. The list is as follows:

SECTION 4

8. The eighth part of the document is a list of names and addresses. The names are listed in the first column and the addresses in the second column. The list is as follows:

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NYC LOCAL STATION ACTIVITY(Cont'd)

WPIX(Ch11) - TV Crossword Puzzle; LAST SHOW Aug 24; Sun 10-10:30pm; Sustaining; Prod - Larry Stevens; Dir - Bob Busch; Larry Stevens was MC of panel show which is scheduled to return in the fall.

LOCAL STATION HIGHLIGHTS

Philadelphia - Celebrity Parade for United Cerebral Palsy Association; September 6; (WFIL-TV) Sat 10pm to Sun 1pm; Superv Prod - Jack Steck WFIL-TV; Dennis James, Warren Hull, Jane Pickens and Hal Block are among the celebrities listed to help raise money for the fund.

NEWS DIGEST

TV PUBLIC RELATIONS FORUM ORGANIZED - Joel Chaseman, WAAM(Baltimore) director of public service and publicity, has announced that TV station management throughout the country has endorsed the idea of a "Television Public Relations Forum" an information exchange professional organization of TV station public relations men from the 108 pioneer stations. Chaseman based his announcement on replies received from 25 stations which have already indicated their interest in the idea. Questionnaires will be sent out dealing with experience, techniques and ideas used in solving TV public relations problems, and the answers received will be summarized, edited and distributed in bulletin form to the participating stations and other interested parties. WAAM will pay all expenses for the first year.

SAG TO ASK EXTRA PAYMENT FOR COMMERCIALS RE-USE - Meetings, scheduled to start in NYC after Labor Day between a committee of the Film Producers Assn of NY, and the SAG, will be attended by advertising agencies, station reps and independent producers as interested observers. One of the big issues will be the additional payment to actors of fees for re-use of spot commercials after a certain period of time has elapsed.

DUMONT'S O & O STATIONS PLAN PROGRAM EXCHANGE - DuMont's owned & operated stations, WABD, New York; WTTG, Washington and WDTV, Pittsburgh, have announced plans to integrate their program facilities and to offer the 3 stations as a package to sponsors. It is anticipated that wider exchange of programs proved successful in each city will strengthen each station's schedule and enable sponsors to amortize their programs over three good markets.

2 MILLION FOR FORD FOUNDATION WORKSHOP - The Ford Foundation TV-Radio Workshop has authorized \$2,000,000 to underwrite its forthcoming 90-minute weekly TV series, Omnibus. The program is being offered for multiple sponsorship of five national advertisers. There will be a variety of different features each week, many of them presented as 'showcase' programs that may eventually become regularly scheduled outside of the Omnibus format.

THE STATE OF TEXAS

WITNESSETH that the undersigned, the Honorable the Governor of the State of Texas, do hereby certify that the following is a true and correct copy of the original as the same appears in the files of the Department of State:

THE STATE OF TEXAS

WITNESSETH that the undersigned, the Honorable the Governor of the State of Texas, do hereby certify that the following is a true and correct copy of the original as the same appears in the files of the Department of State:

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COMPARATIVE VALUE OF TELEPHONE & PERSONAL INTERVIEWS CITED - A study, "The Comparative Validity of Telephone & Face-to-Face Interviews in the Measurement of Message Diffusion from Leaflets," published in August's American Sociological Review, discloses that when interviewees were asked if they had mailed in a certain leaflet (verifiable because of return addresses on leaflet), that while the telephone and face-to-face samples expressed identical mailing claims, there was a vast difference in their verified mailing behavior. Eighty percent of the face-to-face and only 16 percent of the telephone mailing claims were verified. Professor Otto N Larsen, of the U of Washington, who conducted the survey, notes that a 'yes' response held much greater validity when asked face-to-face than by telephone.

KTTV(HWOOD) LEASES 300 FILMS FROM MPTV - KTTV(Hollywood) has leased 300 feature films from Motion Pictures for Television, Inc, to be televised on Jackson's Theater, three times daily. Dale Sheets, KTTV's film director, negotiated the deal with Sy Weintraub, MPTV's NY executive, and David Wolper, vp in charge of MPTV's West Coast office.

FIRST CBS-TV FILM SALE IN DENVER ANNOUNCED - The Gene Autry Show, The Range Rider and Strange Adventure, have been sold by CBS Television Film Sales to the Curt Freiberger Agency in Denver for local use in that city. The two western action shows and the suspense series were purchased for 39 first runs and 39 repeat runs each, with contracts to extend for a period of two years effective from the starting dates.

SCREENLESS TV SET DEVELOPED FOR USE BY BLIND - A highly sensitive screenless TV set, that receives sound only, has been developed for the use of blind people. The set, which can also receive FM programs, comes equipped with a small braille disk which is marked with the channel numbers. It is made to sell for between \$60 and \$75, approximately \$200 less than the price of a regular TV receiver, and will therefore make it possible for a larger portion of blind people to hear TV programs.

YORK, PA, STATION TO BE DUMONT AFFILIATE - The UHF TV station which WNOW, York, Pa, has been authorized to construct, will become an affiliate of the DuMont network when the station starts operating within the next few months. WNOW-TV, assigned to channel 49, is designed to service the York-Harrisburg-Lancaster area. Lowell W. Williams, partner and general manager of WNOW, will head the new operation.

PERSONNEL ITEMS: Allen H Kalmus, manager of TV network publicity for NBC, has resigned his post to join Lever Bros as press bureau manager, effective September 2.....Everett Crosby, president of Bing Crosby Enterprises, will make his headquarters at the firm's newly-opened offices in New York City, located at 600 Fifth Avenue.....Paul Mowrey, a member of the TV program sales department of ABC-TV, has been appointed program manager of WJZ-TV(NY), the network's key station in NYC. He replaces Hal Hough.....Richard Day has been signed by NBC to serve in an executive capacity in NY supervising the network's color-TV experimental telecasts.....I S Becker, vp in charge of business affairs for CBS-TV since July, 1951, has been shifted to the same position for the CBS radio network. W. Spencer Harrison has been named vp in charge of legal & business affairs for CBS-TV,Thomas J McMahan, a radio-TV executive at N W Ayer for the past seven years, has joined DuMont as director of sports for the network.....Maitland Jones, former vp in charge of national advertising with Hutchins, has joined Lennen & Mitchell as vp & TV executive creative director and copy chief.....Joe Herold, a TV station consultant for RCA, has been appointed general manager of KVID-TV, new Denver station scheduled to go on the air September 29.

TALENT SHOWS LIST 12-11-1954

PROGRAM (TIME) TALENT SHOWS & ENTERTAINMENT

Most of the shows on pages 12-11-54 are listed in last week's issue. Changes & additions are indicated here for the record. Artists-in-demand shows are grouped in bold type. Other listings for talent, artists, etc. are listed in (A), (B), (C), (D), (E), (F), (G), (H), (I), (J), (K), (L), (M), (N), (O), (P), (Q), (R), (S), (T), (U), (V), (W), (X), (Y), (Z).

WEDNESDAY

7:30	Waltz Time	Waltz Time (Waltz Time)
8:00	Waltz Time	Waltz Time (Waltz Time)
8:30	Waltz Time	Waltz Time (Waltz Time)
9:00	Waltz Time	Waltz Time (Waltz Time)
9:30	Waltz Time	Waltz Time (Waltz Time)
10:00	Waltz Time	Waltz Time (Waltz Time)
10:30	Waltz Time	Waltz Time (Waltz Time)
11:00	Waltz Time	Waltz Time (Waltz Time)
11:30	Waltz Time	Waltz Time (Waltz Time)
12:00	Waltz Time	Waltz Time (Waltz Time)

THURSDAY

7:30	Waltz Time	Waltz Time (Waltz Time)
8:00	Waltz Time	Waltz Time (Waltz Time)
8:30	Waltz Time	Waltz Time (Waltz Time)
9:00	Waltz Time	Waltz Time (Waltz Time)
9:30	Waltz Time	Waltz Time (Waltz Time)
10:00	Waltz Time	Waltz Time (Waltz Time)
10:30	Waltz Time	Waltz Time (Waltz Time)
11:00	Waltz Time	Waltz Time (Waltz Time)
11:30	Waltz Time	Waltz Time (Waltz Time)
12:00	Waltz Time	Waltz Time (Waltz Time)

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THURSDAY AUGUST 28 (Cont'd)

Big Town CBS 9:30 Father And Son - (O) by CA DuPont & David Chandler;
(Pat McVey & Jane Nigh) with Hugh Sanders, Toni Gerry, Florence Ravenel,
Lynn Stalmaster, George Conrad; Dir - William Asher (FILM)

Racket Squad CBS 10pm One More Dream - (O) by Will Gould; with Fritz
(Reed Hadley) Feld, Margo Woode, Clarck Howat, Wayne Heffley,
Emlen Davies, Harry Tyler; (SD) (FILM)

Martin Kane NBC 10pm Neil Fitzgerald, Henry Lascoe, Dora Clement,
(Lee Tracy) Faith Brook, Henry Jones; (SW & SD)

Foreign Intrigue WNBT 10:30 Ski Chase - (O) by George & Gertrude Fass; with
(Jerome Thor) Ragnvi Lindbladh, George Rydebert; Dir - Ake
Ohberg (FILM)

I've Got A Secret CBS 10:30 Walter Kiernan, Laraine Day, Jayne Meadows, Bill
(Garry Moore) Cullen, Gloria Swanson

FRIDAY AUGUST 29

Dick Tracy WABD 7:30 Dick Tracy And Heels Beals - (SW); with Joe Devlin,
(Ralph Byrd) Isabel Randolph, Billy Benedict, Karl Davis; (SD)
(FILM)

Schlitz Playhouse CBS 9pm Port Of Call - (O) by Francis Swann & Dean Reisner;
(Irene Dunne) with Victor McLaglen, Gertrude Michael, Jose Tor-
vay, George Robotham, Horge Trevino, Carlos Muzquiz, Carmen Mo-
lina; Prod - Edward Lewis (FILM)

Tales Of Tomorrow ABC 9:30 Thanks - (O) by Mann Rubin; with Joseph Anthony,
Gregory Morton, Robert Middleton, Helen Warnow,
Robert Nelson

Footlights Theater CBS 9:30 Mechanic On Duty - (O) by Martha Wilkerson; with
Gale Storm, Gene Raymond, Clem Bevans, Russell
Hicks, Erville Alderson (FILM)

Campbell Playhouse NBC 9:30 One Strange Day - (O) by Norman Archer, (A) by How-
ard J Green; with Bonita Granville, Steve Brodie,
Geraldine Carr, Peter Manakos, Barry Kelley, Karl Milletaire,
Richard Irving; Dir - Richard Irving (FILM)

ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 22 THROUGH FRIDAY AUGUST 29

Strike It Rich CBS 11:30 W (9pm) - Morey Amsterdam (C); F - Margaret Phelan
(Warren Hull) (S)

Herb Sheldon NBC 12:45 Tu - Ginny Baxter (skater); W - Allen Prescott; Th
- Lisa Ferraday; F - Don Pallini Dancers

Garry Moore CBS 1:30 M - Billy Gilbert (C); T - Ray Malone (D), Ivan
Sanderson (scientist-explorer); W - Luba Malina (S);
F - Jim Kirkwood & Lee Goodman (C)

Nancy Craig ABC 2:30 W - Leon Destine (D)

Margaret Arlen CBS 4pm F - Harry Seguela (S); M - Helen Gallagher (D); F -
Ben Cutler (M)

STANDARD LISTING OF NAMES

NAME	ADDRESS	PHONE	CITY
Mr. J. W. Smith	123 Main St.	123-4567	Springfield
Mr. R. L. Jones	456 Elm St.	234-5678	Springfield
Mr. T. K. Brown	789 Oak St.	345-6789	Springfield
Mr. M. N. White	101 Pine St.	456-7890	Springfield
Mr. P. Q. Green	202 Cedar St.	567-8901	Springfield
Mr. S. R. Black	303 Birch St.	678-9012	Springfield
Mr. V. T. Gray	404 Spruce St.	789-0123	Springfield
Mr. X. Y. Blue	505 Willow St.	890-1234	Springfield
Mr. Z. A. Red	606 Ash St.	901-2345	Springfield
Mr. B. C. Purple	707 Hickory St.	012-3456	Springfield
Mr. D. E. Yellow	808 Sycamore St.	123-4567	Springfield
Mr. F. G. Orange	909 Magnolia St.	234-5678	Springfield
Mr. H. I. Silver	1010 Dogwood St.	345-6789	Springfield
Mr. J. K. Bronze	1111 Redwood St.	456-7890	Springfield
Mr. L. M. Gold	1212 Cypress St.	567-8901	Springfield
Mr. N. O. Platinum	1313 Juniper St.	678-9012	Springfield
Mr. P. Q. Diamond	1414 Fir St.	789-0123	Springfield
Mr. R. S. Ruby	1515 Cedar St.	890-1234	Springfield
Mr. T. U. Sapphire	1616 Birch St.	901-2345	Springfield
Mr. V. W. Emerald	1717 Spruce St.	012-3456	Springfield
Mr. X. Y. Topaz	1818 Willow St.	123-4567	Springfield
Mr. Z. A. Garnet	1919 Ash St.	234-5678	Springfield
Mr. B. C. Amethyst	2020 Hickory St.	345-6789	Springfield
Mr. D. E. Opal	2121 Sycamore St.	456-7890	Springfield
Mr. F. G. Pearl	2222 Magnolia St.	567-8901	Springfield
Mr. H. I. Jasper	2323 Dogwood St.	678-9012	Springfield
Mr. J. K. Onyx	2424 Redwood St.	789-0123	Springfield
Mr. L. M. Obsidian	2525 Cypress St.	890-1234	Springfield
Mr. N. O. Turquoise	2626 Juniper St.	901-2345	Springfield
Mr. P. Q. Malachite	2727 Fir St.	012-3456	Springfield
Mr. R. S. Carnelian	2828 Cedar St.	123-4567	Springfield
Mr. T. U. Citrine	2929 Birch St.	234-5678	Springfield
Mr. V. W. Peridot	3030 Spruce St.	345-6789	Springfield
Mr. X. Y. Spinel	3131 Willow St.	456-7890	Springfield
Mr. Z. A. Zircon	3232 Ash St.	567-8901	Springfield
Mr. B. C. Aquamarine	3333 Hickory St.	678-9012	Springfield
Mr. D. E. Sapphire	3434 Sycamore St.	789-0123	Springfield
Mr. F. G. Emerald	3535 Magnolia St.	890-1234	Springfield
Mr. H. I. Ruby	3636 Dogwood St.	901-2345	Springfield
Mr. J. K. Diamond	3737 Redwood St.	012-3456	Springfield
Mr. L. M. Pearl	3838 Cypress St.	123-4567	Springfield
Mr. N. O. Garnet	3939 Juniper St.	234-5678	Springfield
Mr. P. Q. Amethyst	4040 Fir St.	345-6789	Springfield
Mr. R. S. Topaz	4141 Cedar St.	456-7890	Springfield
Mr. T. U. Opal	4242 Birch St.	567-8901	Springfield
Mr. V. W. Peridot	4343 Spruce St.	678-9012	Springfield
Mr. X. Y. Spinel	4444 Willow St.	789-0123	Springfield
Mr. Z. A. Zircon	4545 Ash St.	890-1234	Springfield
Mr. B. C. Aquamarine	4646 Hickory St.	901-2345	Springfield
Mr. D. E. Sapphire	4747 Sycamore St.	012-3456	Springfield
Mr. F. G. Emerald	4848 Magnolia St.	123-4567	Springfield
Mr. H. I. Ruby	4949 Dogwood St.	234-5678	Springfield
Mr. J. K. Diamond	5050 Redwood St.	345-6789	Springfield

ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 22 THROUGH FRIDAY AUGUST 29 (Cont'd)

Matinee In New York NBC 4pm M - Fisher & Ross (D), Benson & Mann (C); Tu -
(Bill Goodwin & Robin Chandler) Ballantine (magic), the Cerneys (D), Caroline
Burke's Vacation Wonderlands; W - Paul Killiam & old-time films,
the Martin Bros (puppets); Th - Shirley Dinsdale (ventriloquist)
Evalyn Tyner (M); F - Beverly Bozeman (D)

Magic Cottage DuM 6:30 M through F - Prince Percival And Prince Worsival
(Pat Meikle) - (SW); with John Kane, Stewart Bradley; (SD)

Rain Or Shine CBS 7:25 M through F - Carol Reed substitutes for vacation-
ing Jim McKay

Broadway TV Theater WOR 7:30 M through F - Jennie Kissed Me - (O) by Jean Kerr;
with Melville Cooper, Christine White, Ben Cooper,
John O'Hare, Eva Condon, Janet De Gore, June Connolly; Stager -
Charles Christenberry

Perry Como CBS 7:45 M - W - F - Regulars: the Fontane Sisters (S), Ray
Charles Chorus, Mitchell Ayres & Orch; F - Guest:
Helen O'Connell (S) (RETURNS FROM SUMMER HIATUS)

SATURDAY AUGUST 30

Big Top CBS 12N Mia & Matti (contortionists), the Brunos (hi-wire),
(Jack Sterling) Clark's Bears (FROM PHILADELPHIA)

All Star Summer Revue NBC 8pm Bert Wheeler (C), Jean Carroll (C), HECTOR & BYRD
(D), Robert Barry, Milton Frome, Richard Himber (M)

Sat Nt Dance Party NBC 9pm Johnny Long & Orch
(Jerry Lester)

SUNDAY AUGUST 31

Goodyear TV Playhouse NBC 9pm Roman Fever - (O) by Edith Wharton, (A) by HR Hays;
with Eva LeGallienne, Edith Meiser, Patricia Be-
noit, Peter Brandon, Georgeanne Johnson, Barbara Bolton, Sally
Chamberlin, Fred Beir; Dir - Norman Morgan

The Doctor NBC 10pm The Sweet Thing - (O) by Gene Levitt & Robert Mitch-
(Warner Anderson) ell; with Phyllis Avery, Robert Pastene, Charles
Dingle, Louis Hector, Dora Clement, Charles Andre, Helen Reich-
man, Joey Fallon, Adrian Marden, Barbara Ames; Dir - Robert Al-
drich (FILM)

They Stand Accused DuM 10pm (SW); with Julie Haydon; (SD) (FROM CHICAGO)

T A L E N T A V A I L A B I L I T I E S

LISA FERRADAY - AGT: Joe Magee, Wm Morris, RON RANDELL - returns from H'wood - AGT:
JU 6-5100 John Gibbs, PL 7-5959

NINA FOCH - AGT: Frances Head, PL 7-5959 MARIA RIVA - now free-lancing all networks
SA 2-1304

GRACE HARTMAN - AGT: MCA, PL 9-7500 CONNIE RUSSELL - AGT: William Morris,

LILY PONS - returns from Europe - AGT:
Columbia Artists, CI 7-6900 GLORIA SWANSON - AGT: Jerry Rosen, PL 7-
6185

<p>1 - 1st Prize (10) - \$1000.00 2 - 2nd Prize (5) - \$500.00 3 - 3rd Prize (3) - \$300.00 4 - 4th Prize (2) - \$200.00 5 - 5th Prize (1) - \$100.00</p>	<p>1 - 1st Prize (10) - \$1000.00 2 - 2nd Prize (5) - \$500.00 3 - 3rd Prize (3) - \$300.00 4 - 4th Prize (2) - \$200.00 5 - 5th Prize (1) - \$100.00</p>	<p>1 - 1st Prize (10) - \$1000.00 2 - 2nd Prize (5) - \$500.00 3 - 3rd Prize (3) - \$300.00 4 - 4th Prize (2) - \$200.00 5 - 5th Prize (1) - \$100.00</p>
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TABLE AVALIABLES

<p>1 - 1st Prize (10) - \$1000.00 2 - 2nd Prize (5) - \$500.00 3 - 3rd Prize (3) - \$300.00 4 - 4th Prize (2) - \$200.00 5 - 5th Prize (1) - \$100.00</p>	<p>1 - 1st Prize (10) - \$1000.00 2 - 2nd Prize (5) - \$500.00 3 - 3rd Prize (3) - \$300.00 4 - 4th Prize (2) - \$200.00 5 - 5th Prize (1) - \$100.00</p>	<p>1 - 1st Prize (10) - \$1000.00 2 - 2nd Prize (5) - \$500.00 3 - 3rd Prize (3) - \$300.00 4 - 4th Prize (2) - \$200.00 5 - 5th Prize (1) - \$100.00</p>
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AUG 31-SEPT 6, 1952

VOL 4 NO 4 SUPPLEMENT A

EDITOR: Jerry Leichter
ASSOC EDS: David B Graham
Alvin Sullum

Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(31)

NBC - 6:30-7pm(net except WNBT); WNBT 6-6:30pm; RETURN; Roy Rogers Show; from WNBT(ON FILM) to 14 sta plus 23 other NBC sta; Sponsor - General Foods (Sugar Crisp, Grape Nuts Flakes, Post Toasties) thru Young & Rubicam; Pkgr - Roy Rogers; Prod - Jack C Lacey; Dir - John English; Roy Rogers & his wife, Dale Evans, co-star in Western action dramas, produced in Hollywood.

Mon(1)

CBS - 10:15-11am M & W; 10-11am Tu & Th; NEW TIME; Arthur Godfrey Time; from WCBS-TV to 28 sta; Sponsor - General Motors(Frigidaire) thru Foote, Cone & Belding; Owens-Corning Fiber Glass thru Fuller & Smith & Ross; French Sardine Co thru Rhoades & Davis; Lever Bros(Rinso) thru Ruthrauff & Ryan & Pillsbury Mills(sponsoring additional quarter-hour) thru Leo Burnett; Prod - Will Roland; TV Dir - Bob Bleyer; Godfrey returns from summer vacation Sept 3, Robert Q Lewis having substituted; other CBS-TV early morning programs are now scheduled as follows: 9:35-9:45am - News & Previews; 9:45-10am - Morning News; Al Pearce Show will now be seen 11-11:30am Monday thru Friday. Mike & Buff switches from the 2:45-3:30pm slot to 3:15-4pm;

2:45-3:15pm Mon thru Fri; DEBUT; Art Linkletter's House Party; from KNXT(Hwood) to the net; Sponsor - Pillsbury(Mon thru Thur 2:45-3pm), Green Giant Canned Vegetables(Fri 2:45-3pm), Kellogg Cereals(Tue & Fri 3-3:15pm), all thru Leo Burnett;& Lever Bros(Surf & Lux) (Mon, Wed, Thu 3-3:15pm) thru N W Ayer; Prod - John Guedel; Dir - Marty Hill; Anncr - Jack Slattery; Art Linkletter's audience participation show will feature talent, interviews, a news segment and a "Missing Persons" department, in which he will present studio visitors who are in search of missing relatives.

NBC - 8-8:30pm; LAST SHOW; Quiz Kids; from WNBQ(Chi) to 31 sta plus 15 kine; Sponsor - Avco(Crosley) thru Benton & Bowles; Pkgr-Prod - Louis G Cowan; program has been on since July 7 as alternate week summer replacement for What's My Name? which returns September 1; Quiz Kids will be seen on the CBS-TV network Sunday, September 14, sponsored by Cat's Paw Rubber Company.

9:30-10:30pm; RETURN; Robert Montgomery Presents; from WNBT to 48 sta plus 9 kine; Sponsor - Johnson's Wax thru Needham, Louis & Brorby and Lucky Strike thru BBD&O(alternate weeks); Pkgr - Neptune Prodns; Prod - Superv - Joseph W Bailey; Prod Asst - Hank Coleman; Dirs - Herbert B Swope, Jr & Norman Felton(alternate); basic stock company was used for summer months, with program returning to regular format this date. Continued - Page 3

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Ross Reports on Television, service subscription rates' (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

INDEX OF NETWORK AND LOCAL TV PROGRAMMING

The basic weekly data listed below charts the status and changes in live and film network and syndicated programs. During the first week of each month it is augmented to show the total hours devoted to various types of programs (interview, situation comedy, etc.) in three main time groups.

INDEX OF NETWORK TV PROGRAMMING

Scheduled program transmission for the week of: Aug 31 - Sept 6		Total Hours Network Service			
		ABC	CBS	DuM	NBC
Time on-) 12 noon)	Live Film	3/4 1/4	10 1/2	1/2 --	14 1/4 5
12 noon-) 6:00 pm)	Live Film	1 3/4 1/2	21 1/2 1/4	4 1/2	19 3/4 1 1/4
6:00 pm-) time off)	Live Film	8 1/2 8 1/4	19 3 1/2	21 2	24 1/4 6
TOTALS	Live Film	11 9	50 1/2 4 1/4	25 1/2 2 1/2	58 1/4 12 1/4

(Note: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Network programs include syndicated kinescopes and filmed shows seen in local time slots on same or different dates through the network. Film shows in this category are programs produced or adapted especially for TV, plus documentaries and other special films.)

Total Network And Local Hours Of Scheduled Transmission
Over Key Outlets Of Networks, Week Of: Aug 31 - Sept 6

CITY	ABC	CBS	DuM	NBC
New York City	WJZ-TV(87 3/4)	WCBS-TV(104)	WABD(59 3/4)	WNBT(116 1/2)
San Francisco	KGO-TV(n.a.*)	KPIX(95 3/4)		KRON-TV(104 1/4)
Buffalo	Served by all nets: WBEN-TV(100)			

* - not available

Movie Features And Shorts Of An Entertainment Nature, Not Originally Made For TV, Excluding News And Sportsreels: Total Hours, Week of: Aug 31 - Sept 6

	ABC	CBS	DuM	NBC
Network Service	2	1	--	--
New York Local	WJZ-TV(37)	WCBS-TV(33 1/4)	WABD(7 1/2)	WNBT(25 1/4)
San Francisco	KGO(not avail)	KPIX(21)		KRON-TV(30 1/4)
Buffalo	Served by all nets: WBEN-TV(10 1/2)			

(Note: Totals indicate only active broadcasting hours, not test patterns, closed circuit or experimental transmission.)

Tue(2)

DuM - 9-9:30pm; DEBUT; Where Was I?; from WABD to 8 sta plus 26 kine; Sponsor - Mogen David Wine thru Weiss & Geller; Pkgr-Prod - Larry White & Manny Rosenberg; Dir - Harry Coyle DuM; Writers - Herb Sargent & Stanley Burns; Dan Seymour is MC of new panel show on which photographs of contestants are projected on a screen visible only to viewers and the moderator. If panelists fail to guess the nature of the site, after quizzing the contestant, a sum of money is sent to the Damon Runyon Cancer Fund in the contestant's name; Peter Donald, Nancy Guild and David Ross are permanent panelists, with a guest celebrity on hand each week; program replaces Charlie Wild, Detective, scheduled to return this date, and goes into time slot occupied for the preceding eight weeks by Guess What, another panel show with a similar format.

Thu(4)

ABC - 9-9:30pm; NEW TIME; Politics on Trial; from WJZ-TV to the net(except WJZ-TV); Sustaining; Prod - ABC-TV Public Affairs with Bar Assn of NYC; current affairs program was seen Tuesdays 8-8:30pm on net except WJZ-TV.

Fri(5)

CBS - 8-8:30pm; RETURN; Mama; from WCBS-TV to 26 sta plus 13 kine; Sponsor - General Foods(Maxwell House Coffee) thru Benton & Bowles; Pkgr-Prod - Carol Irwin; Dir - Ralph Nelson CBS; Script Ed - Frank Gabrielson; family drama returns from summer hiatus, during which time Arthur Murray Party filled time slot for sponsor; Peggy Wood stars for the fourth successive year in the title role, with Judson Laire, Rosemary Rice, Dick Van Patten, Robin Morgan and Ruth Gates; series is based on Kathryn Forbes' novel, Mama's Bank Account.

NBC - 9:30-10pm; RETURN; The Aldrich Family; from WNBT to 27 sta plus 8 kine; Sponsor - Campbell Soups thru Ward Wheelock; Pkgr - Wm Morris; Prod-Dir - Roger Kay, Wm Morris; Prod Asst - Terese Hayden; Script Ed - Clifford Goldsmith(Aldrich originator); House Jamison and Barbara Robbins return as Mr & Mrs Aldrich, Bobby Ellis plays Henry; June Dayton is Mary; Jackie Grimes is Homer and Loretta Leverage plays Eleanor. Campbell Playhouse filled hiatus.

10-10:45pm; RETURN; Cavalcade of Sports; from WNBT to 45 sta & 4 kine; Sponsor - Gillette Safety Razor thru Maxon; Jimmy Powers announces big-name boxing bouts from Madison Square Garden; during summer sponsor presented fight films.

Sat(6)

CBS - 10:30-11pm; RETURN; Battle of the Ages; from WCBS-TV to the net; Sponsor - Serutan thru Franklin Bruck; Pkgr-Prod - Norman S Livingston, ATV Films (program is "live"); Dir - Andrew McCullough CBS; Music Dir - Milton DeLugg; Sets - Manuel Easman; Morey Amsterdam will be MC on talent show, formerly seen on DuMont network; "youngsters"(under 35) & "oldsters"(over 35) from the professional ranks of showbusiness, appear in song, dance, comedy and instrumental competition; audience applause determines the winner.

DuM - 11-11:30am; DEBUT; Happy's Party; from WDTV(Pittsburgh) to 4 sta; Sponsor - Florida Citrus Commission thru J Walter Thompson; Prod - Tom Maher WDTV; Dir - Victor Skaggs; Writer & Stager - Bill Putch; children's program has been seen in Pittsburgh as local show since March 1, 1951; Happy is a puppy whose mission in life is to entertain boys and girls; his voice is that of Ida Mae Stilley Maher, Chief Dental Hygienist for the Pittsburgh Board of Education; program's format includes a playlet and a question-and-answer panel; Sylvia Sconza is musical director, with Angelo Molinaro, Pat O'Hanlon and Ginney Oehmler other permanent cast members.

1. The first part of the report deals with the general situation in the country. It is noted that the economy is still in a state of depression and that the government is facing a severe financial crisis. The report also mentions that the population is suffering from widespread poverty and unemployment.

2. The second part of the report discusses the political situation. It is noted that the government is facing a number of challenges, including a lack of support from the opposition and a growing sense of disillusion among the people.

3. The third part of the report deals with the social situation. It is noted that there is a high level of social inequality and that the poor are suffering from a lack of basic services, such as housing and healthcare. The report also mentions that there is a growing sense of social unrest and that the government is failing to address the needs of the people.

4. The fourth part of the report discusses the economic situation. It is noted that the economy is still in a state of depression and that the government is facing a severe financial crisis. The report also mentions that the population is suffering from widespread poverty and unemployment.

5. The fifth part of the report deals with the international situation. It is noted that the country is facing a number of challenges, including a lack of support from the international community and a growing sense of isolation.

6. The sixth part of the report discusses the future prospects for the country. It is noted that there is a need for a comprehensive reform program that addresses the economic, political, and social challenges facing the country. The report also mentions that the government is failing to address the needs of the people and that there is a growing sense of social unrest.

THIS WEEK(Cont'd)

Sat(6)

NBC - 2-5pm; HIGHLIGHT; U S Lawn Tennis Championships; from WNBT to the net; Sustaining; the semi-finals and finals of the tennis championships will be telecast from the West Side Tennis Club in Forest Hills, NY at this time, and on Sunday, September 7 from 2-4:30pm.

8-9pm; RETURN; All Star Revue; from KNBH(Hwood) to 52 sta & 9 kine; Sponsor - Pet Milk thru Gardner, Kellogg Co thru Leo Burnett & California Packing Co thru McCann-Erickson; Exec Prod - Sam Fuller NBC; Prod Superv - Joe Bigelow; Bus Mgr - Robert Masson; Dennis Day stars on the first show of the new season, and will be followed in order by George Jessel, Jimmy Durante and Martha Raye; later telecasts will star Tallulah Bankhead and Milton Berle; both Pet Milk and Kellogg stayed on during summer with similar show at cut budget.

9-10:30pm; RETURN; Your Show of Shows; from WNBT to: 9-9:30pm - 50 sta & 3 kine; 9:30-10pm - 50 sta; 10-10:30pm - 47sta&3kine(all tentative); Sponsors - Participations: 9-9:30pm - RJ Reynolds(Camels) thru William Esty; 9:30-10pm - SOS thru McCann-Erickson, Griffin Mfg thru Birmingham, Castleman & Pierce, Benrus Watch thru Tarcher(10 minutes each); 10-10:30pm - Prudential Ins Co thru Calkins & Holden(alt wks starting Sept 6) and Lehn & Fink thru Lennen & Newell(alt wks starting Sept 13); in addition, W A Sheaffer thru Russell M Seeds will sponsor the 10-10:30pm segment on Oct 4, Nov 1 & Dec 13; Pkgr-Prod-Dir - Max Liebman; NBC Prod Superv - George McGarrett; Assoc Superv - Hal Janis; TV Dir - Bill Hobin; Music Dir - Charles Sanford; Choral Dir - Clay Warnick; Sets - Frederick Fox; Costumes - Paul du Pont; Choreographer - James Starbuck; Sid Caesar and Imogene Coca return as stars of musical-variety revue, with a guest-star host or hostess each week; featured artists in permanent company will be Marguerite Piazza, soprano; Bambi Linn and Rod Alexander, dancers; vocalists Bill Hayes, Judy Johnson, the Billy Williams Quartet and Jack Russell; the Hamilton Trio, dancers; actors Carl Reiner and Howard Morris. Several of the sponsors were on during summer with Saturday Night Dance Party.

SPONSOR ACTIVITY

GENERAL MOTORS(all products) thru Kudner, will sponsor the NCAA Football Games on NBC-TV starting September 20. The games will be telecast on 11 consecutive Saturdays.

SEALY INC(Mattresses) thru Olian Advertising(Chicago) will sponsor Louis G Cowan's new audience-participation show, Balance Your Budget(CBS-TV Sat 10-10:30pm beginning Oct 18) on alternate weeks. Bert Parks will be MC.

CURTIS PUBLISHING(Sat Eve Post, Holiday, Ladies' Home Journal) thru BBD&O, has renewed Keep Posted(DuM Tue 8:30-9pm) effective October 7 for 52 weeks.

PEARSON PHARMACAL(Ennds) thru Harry B Cohen, has purchased the 9-9:30pm Monday night slot on NBC-TV for a dramatic show to replace Lights Out. New program starts Oct 6; Pearson drops sponsorship of Police Story(CBS-TV Fri 10-10:30pm) at end of its current cycle.

LEVER BROS(Pepsodent) thru McCann-Erickson, will sponsor a situation-comedy series on CBS-TV, Tuesdays & Thursdays 7:45-8pm, starring husband-and-wife team Jack Lemmon and Cynthia Stone. Lever Bros currently has Music Hall in that time slot for its Chlorodent Division, thru J Walter Thompson.

CANADA DRY GINGER ALE thru J M Mathes has purchased Official Films' Terry and the Pirates half-hour film series for spot booking in major TV markets on a 26-time alternate week basis starting November 22.

ROSS REPORTS

SPONSOR ACTIVITY(Cont'd)

GULF OIL thru Young & Rubicam, cancels We, The People(NBC-TV Fri 8:30-9pm) after the program of September 26, and will sponsor a dramatic program in the same time slot starting October 3.

PHILIP MORRIS(Dunhill Cigarettes) thru Biow, will sponsor Official Films' Robert Cummings Show on NBC-TV, Saturdays 7:30-8pm, effective in November. Sponsor will take over the time period on October 4 with My Little Margie, currently sponsored on CBS-TV by Philip Morris Cigarettes as summer replacement for I Love Lucy.

P LORILLARD has switched the Embassy Cigarette account from Geyer, Newell & Ganger to Lennen & Newell.

NYC LOCAL STATION ACTIVITY

WABD(Ch 5) - Starring the Editors; RETURN; Wed 9:30-10pm; Sustaining; Prod - Jack Wilcher; Dir - Bill Marceau; status of program was indefinite following termination of Grand Union sponsorship, and was not listed in station's future schedule; James A Wechsler, editor of the New York Post, subject of controversy involving the former sponsor, has been restored to the permanent revolving panel. Future of the show is still indefinite.

Designers' Collection; DEBUT Sept 3; Wed 11:15-11:30pm; Sponsor - I Wyner Corp(Sagnomore Textiles) thru Blaine-Thompson; Ethel Thorsen will commentate a fashion show featuring the designs of Pauline Trigere, Sophie of Saks Fifth Avenue, Philip Mangone, Pierre Balmain and Ben Zuckerman, each of the stylists having translated his or her latest fashions into the Wyner fabric.

LOCAL STATION HIGHLIGHTS

Baltimore - The Joey Adams Show; DEBUT Sept 7; Sun 10-10:30pm; Sponsor - Leon Levi (WAAM) Jewelry Store; Prod - Bert Claster; Dir - Ken Calfee; Joey Adams will star on comedy-variety show with a large weekly talent budget.

NEWS DIGEST

SAG CANCELLING CONTRACTS OF 50 NY FILM PRODUCERS - The Screen Actors Guild last week notified 50 film producers in New York, that effective October 23, it is cancelling its contract with them. After that date SAG members will not be permitted to work for any producer who hasn't signed the guild's 1952 basic agreement and the television supplement.

WCBS-TV GETS \$500,000 NEW BUSINESS IN 2 WEEKS - WCBS-TV, key station of the CBS-TV network, contracted for more than a half-million dollars in new business and renewals during the first two weeks of August. Among the sponsors listed for the new and renewed contracts are Dunhill Cigarettes, Vick Chemical, Westclox Clocks, Crosley Products, Monarch Wine, D L Clark Co, A S Harrison Co, Liebmann Breweries and International Silver.

Section 1

The first part of the report, covering the period from 1945 to 1947, is devoted to a description of the general situation in the country at that time. It is found that the economy was in a state of depression, and that the population was suffering from widespread poverty and unemployment.

The second part of the report, covering the period from 1948 to 1950, is devoted to a description of the economic recovery which took place during these years. It is found that the economy began to show signs of improvement, and that the population began to enjoy a higher standard of living.

The third part of the report, covering the period from 1951 to 1953, is devoted to a description of the economic growth which took place during these years. It is found that the economy continued to improve, and that the population continued to enjoy a higher standard of living.

Section 2

The first part of this section, covering the period from 1954 to 1956, is devoted to a description of the economic growth which took place during these years. It is found that the economy continued to improve, and that the population continued to enjoy a higher standard of living.

The second part of this section, covering the period from 1957 to 1959, is devoted to a description of the economic growth which took place during these years. It is found that the economy continued to improve, and that the population continued to enjoy a higher standard of living.

Section 3

The first part of this section, covering the period from 1960 to 1962, is devoted to a description of the economic growth which took place during these years. It is found that the economy continued to improve, and that the population continued to enjoy a higher standard of living.

The second part of this section, covering the period from 1963 to 1965, is devoted to a description of the economic growth which took place during these years. It is found that the economy continued to improve, and that the population continued to enjoy a higher standard of living.

Section 4

The first part of this section, covering the period from 1966 to 1968, is devoted to a description of the economic growth which took place during these years. It is found that the economy continued to improve, and that the population continued to enjoy a higher standard of living.

The second part of this section, covering the period from 1969 to 1971, is devoted to a description of the economic growth which took place during these years. It is found that the economy continued to improve, and that the population continued to enjoy a higher standard of living.

The third part of this section, covering the period from 1972 to 1974, is devoted to a description of the economic growth which took place during these years. It is found that the economy continued to improve, and that the population continued to enjoy a higher standard of living.

NEWS DIGEST(Cont'd)

TV EARNINGS FOR 1951 REACH \$41,600,000 - The FCC has reported that the television broadcasting industry showed earnings of \$41,600,000 before Federal income taxes in 1951. This marked the first profitable year of operations for the industry, following losses of \$9,200,000 in 1940 and \$25,300,000 in 1949.

DUMONT TV FILM SALES LIST NEW SERIES - The DuMont Television Film Sales Department is distributing a new weather package called Jingle-Dingle. The jingles, featuring a puppet character adopted from a nationally distributed comic strip, cover every possible weather condition, each one comprising 15 seconds on film, leaving the balance of time for commercial message. Other new additions to the DuMont Film Sales Dept are a group of 28 British-produced feature films, and Looking at Football, a series of 8 three-minute film shows featuring Sam Hayes.

CONSOLIDATED TV LISTS 2 NEW SERIES - Consolidated Television Sales has acquired exclusive sales and distribution rights to The All-American Game of the Week, a Sportsvision production, and Steve Donovan-Texas Ranger, a Jack Chertok production. Consolidated recently contracted to distribute all Jerry Fairbanks' products, and is no longer doing any production on its own, but is assisting independents with their financing. Depending on cost and saleability, Consolidated is charging independent producers from 25 to 40 percent on sales. The company has sales offices in New York, Atlanta, Cincinnati, Chicago, Los Angeles and Philadelphia, and will open another in San Francisco in the near future.

CINERAMA PROCESS WILL PROVIDE 3-DIMENSIONAL PICTURE - New three-dimensional motion-picture process is the invention of Fred Waller, who developed a Gunnery Trainer for use by the Armed Forces during World War II. Cinerama's process is aimed at duplicating as closely as possible, the functions of the retina of the human eye and the drum of the human ear. The Cinerama camera is three cameras in one, weighing 150 pounds, with three matched lenses of 27mm focal length which are set at angles 48 degrees apart. The process seeks to attain real-life effects by surrounding the viewer completely with action and sound in an environment. Whereas conventional film allows the audience to look at a battle scene, Cinerama puts the audience into the battle itself, with planes flying overhead, and men shouting from behind as well as on all sides. The system requires three projection booths and machines to put the three sections of the picture side by side on a semi-concave screen almost six times as large as the conventional motion-picture screen.

ALAN YOUNG SHOW FILMING IN HOLLYWOOD - Alan Young's alternate week half-hour film show has started production at the Hal Roach Studios in Culver City. The CBS-TV series will be sponsored by Esso Standard Oil, and will make its debut in the fall. Alan Young, as in his "live" series last season, will depict a bachelor, with the stories centering about his job, employer, employer's wife and employer's daughter.

CBS-TV BUYS NIELSEN COVERAGE SERVICE - The CBS-TV Network has subscribed to Nielsen Coverage Service, thereby becoming the first TV network to use the new service.

NEWS DIGEST(Cont'd)

ALEC GUINNESS TO STAR IN "TOPPER" SERIES - John W Loveton, owner and producer of the Mr & Mrs North series, currently being filmed in Hollywood, and Bernard Schubert, radio-TV packager, have formed a partnership to produce a television version of Topper, to star Alec Guinness. To be filmed in England, shooting is scheduled to begin in October, with American players being used in supporting roles.

INDUSTRIAL FILM GUIDE PUBLISHED - Film Research Associates of 150 East 52nd St, NYC, have published a new catalogue of films dealing with nine phases of industrial relations. The 74 page "Film Guide on Industrial Relations" gives details of 339 motion pictures and slidefilms.

PERSONNEL ITEMS - Edward "Ted" Rogers has taken a leave of absence from the West Coast office of Dancer-Fitzgerald-Sample to serve as director of radio, TV and personal appearances for Sen Richard Nixon, Republican candidate for vice-president. Bruce Barton, former Congressman, will represent BBD&O's participation with the Kudner Agency in handling the advertising for the Republican National Committee. At Kudner, Adella Grindley, formerly day program supervisor for MBS, is a recent addition to the staff to handle radio-TV activities for the Eisenhower-Nixon campaign under Bruce M Allen who has been made radio-television director in the special offices set up for the campaign.

Sherman Price, sales manager of The Princeton Film Center, Inc, has been named director of distribution for the company.....Donald Bishop has been appointed TV manager of NBC's press department, succeeding Allen H Kalmus, who resigned last week. Auriel McFee succeeds to Bishop's former post as magazine editor. Norman S Ginsburgh, for the past two years station promotion manager for DuMont, has been appointed advertising and program promotion manager for both the network and its key station, WABD(NY).....Lois Winston has resigned as publicity director of the Biow Company to join the public relations firm of Rogers & Cowan, where she will specialize in radio & TV accounts.....Blaney Harris, formerly associated with WOR, has joined the sales staff of WPIX.....Milo Jones Berking has joined the sales staff of Headley-Reed TV, television station representatives. He was formerly associated with Sullivan, Stauffer, Colwell & Bayles.....Jack Brumback has joined Ziv Television Programs as an account executive for the five Northwest states. He was formerly radio-TV director of the Goldthwaite-Smith Advertising Agency in San Francisco.....Babette "Babs" Doniger has resigned from the staff of the Kathi Norris Show, to form a new film production company, "Television Snapshots". Her partner is cameraman John McGowan.....Rear Admiral Stanley F Patten, USN(Ret), vice-president of Allen B DuMont Laboratories, has been elected to the company's board of directors.

TALENT AVAILABILITIES

SUZAN BALL - PRESS: Al Mendelsohn, PL
9-8000

HELEN TRAUBEL - returned from Japan - AGT:
Columbia Artists, CI 7-6900

WILLIAM NEFF - featured in Jumping Jacks -
in NY for TV, AGT: Archer King
CH 4-8240

SARAH VAUGHAN - currently at Birdland -
AGT: Moe Gale, PL 7-7100

FRANK SINATRA - opens Sept 5 at Riviera -
AGT: Wm Morris, JU 6-5100

BENAY VENUTA - in NY for TV - AGT: MCA,
PL 9-7500

KAY THOMPSON - opens Sept 10 in Persian
Room, AGT: Wm Morris

DANTON WALKER - AGT: Marjorie Morrow, CH
4-0644

MEL TORME - currently Roxy - AGT: GAC, CI
7-7500

EARL WRIGHTSON - AGT: Jack Bertell, PL
9-5260

SUNDAY AUGUST 31 (Cont'd)

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Hallmk Summer Theater NBC 4:30 The Refresher Course - (O) by Joseph Cochran; with Sidney Blackmer, Marjorie Gateson, Catherine Cosgriff, Joseph Boley, Jay Barney, Edward Holmes; (SD)

Super Circus ABC 5pm Jim Lynch (archer), the Rudenko Bros (jugglers), (Claude Kirchner) Gautier's Dogs, the Victoria Troupe (cyclists)

Roy Rogers NBC 6pm The Desert Fugitive - (O) by Al DeMond & Ray Wil- (& Dale Evans) son; with Stephen Chase, Harry Harvey, Chuck Roberson, Rand Brooks, Terry Frost, Riley Hill, Virginia Carroll; Dir - John English (FILM) (RETURN FROM SUMMER HIATUS)

It's News To Me CBS 6:30 Cornelia Otis Skinner (John Daly)

Super Ghost NBC 7pm Marc Connelly (author) (FROM CHICAGO) (Bergen Evans)

Your Lucky Clue CBS 7:30 Guest Panelists: John Gleason, John Scott Tobin, (Basil Rathbone) Darren McGavin, Joseph Curtin; Performers: Anthony Randall, James Early, Lawrence Fletcher, Georgia Landeau, Brett Somers, Jean Sorel, Lilia Skala, Catherine Hall, Will Hussung, George Petrie; (SD) (LAST SHOW)

Toast Of The Town CBS 8pm The DeMarco Sisters (S), Hal LeRoy (D), Scotty Burbank (C), Bobby Shantz (baseball) (Ed Sullivan)

Information Please CBS 9pm Cornelia Otis Skinner; John K M McCaffery substitutes for vacationing Fadiman as MC (Clifton Fadiman)

Rocky King DuM 9pm The Hermit's Cat - (O) by Edmund Morris; with Ed (Roscoe Karns) Peck, Frank Campanella, Virginia Low, Fred Downs

The Plainclothes Man DuM 9:30 The Hot Car Drop - Eddie Hyans, Lewis Charles, Ma- (Ken Lynch) rion Brash, Marion Leeds, Dehl Berti (SW & SD)

Celebrity Time CBS 10pm Vivian Blaine (S), Bob Haymes (S), Betty Ann Grove, (Conrad Nagel) Georgine Darcy (D), the Honeydreamers (S)

MONDAY SEPTEMBER 1

~~~~~

Hollywood Screen Test ABC 7:30 Heart Throb Of Bishop's Itchington - (SW); with (Neil Hamilton) Melville Cooper, Margaretta Warwick, Natalie Priest

Lux Video Theater CBS 8pm The Return Of Ulysses - (O) by Barden & Blacker; with Sir Cedric Hardwicke, Dorothy Peterson, William Redfield, Glenn Anders, Addison Richards, Henrietta Moore; Dir: Richard Goode

Voice Of Firestone NBC 8:30 Lois Hunt (soprano); (STARTS FOURTH YEAR AS SIMUL- (Howard Barlow) CAST)

Talent Scouts CBS 8:30 June Gardner (S), Claude Heater (S), Barbara Long (Arthur Godfrey) (M), The Chord Blenders

Lights Out NBC 9pm The Verdict - (O) by John Roeburt; with Everett (Frank Gallop) Sloane, Skip Homeier, Ann Seymour

Who's There? CBS 9:30 Panelists unavailable at press time (Arlene Francis)

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<p>2. This information is being furnished to you for your information and use only. It is not to be disseminated outside your organization.</p>	<p>100-100000</p>	<p>100-100000</p>
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MONDAY SEPTEMBER 1 (Cont'd)

Robert Montgomery NBC 9:30 Unclouded Summer - (O) by Alec Waugh, (A) by Denis Green; with Signe Hasso, Richard Kiley, Bramwell Fletcher, Isobel Elsom, Adrienne Corri, Charles Andre, Leni Stengel, Christiane Felsmann, Pat Malone, Francois Grimard; (SD) by Herbert Bayard Swope, Jr

Westinghouse Theater CBS 10pm Stan, The Killer - (O) by Georges Simenon, (A) Sumner Locke-Elliott; with Lisa Ferraday, Eli Wallach, Romney Brent, Paul Andor, Marcel Hilaire, Martin Kosleck, Henry Lascoe, Harry Davis; Dir - Allen Reisner

Who Said That? NBC 10:30 June Lockhart, Gene Raymond, Hal Boyle (NETWORK
(Walter Kiernan) EXCEPT WNBT)

TUESDAY SEPTEMBER 2

Crime Syndicated CBS 9pm Peddler - (O) by Stanley Silverman; with Sen Herbert O'Connor (narrator); Lewis Charles, Lisa Howard, Wynne Gibson, Hildy Parks, Paul Langton, Robert Middleton, Merle Albertson, Helen Dowdy, Frank Dana, Dana Wyatt; (SD)

Armstrong Theater NBC 9:30 Recapture - (O) by Ruth Woodman & Turner Bullock; with Barbara Baxley, Grace Kelly, John Stephen, Darren McGavin; (SD) by Garry Simpson

Quick On The Draw DuM 9:30 Guests not available at press time
(Bob Dunn & Robin Chandler)

Suspense CBS 9:30 The Old Lady Of Bayeux - (O) by Georges Simenon, (A) by Halsted Welles; with Nicole Stephane, Luis Van Rooten, Edgar Stehli, Isabel Bonner, Alan Stevenson

Danger CBS 10pm Backfire - (O) by Paul Monash; with Joan Lorrington, Steven Hill, Thomas Chalmers; (SD)

WEDNESDAY SEPTEMBER 3

Ellery Queen ABC 9pm The Ten Dollar Bill - (O) by Henry Misrock; with Olive Deering, Henry Jones, Harry Bellaver, Joseph Sullivan; (SD)
(Lee Bowman)

Kraft TV Theater NBC 9pm Mr Barry's Etchings - (O) by Walter Bullock & Daniel Archer; with Geoffrey Lumb, Joan Sinclair, Leora Thatcher, John O'Hare, Tom Shirley, Gage Clark, Dorrit Kelton, Bibi Osterwald, John Randolph, Fred Hillebrand, Joe Fallon, Patty McCormack, Pamela Fitzmaurice, Pidgie Jamieson, Ronny Walken; (SD) by Maury Holland

The Hunter CBS 9:30 The Man Who Dropped In - (O) by Robert R Presnell, Sr & Peter Ordway; with Michael Gorrin, Joyce Linden, Gerald Milton, Martin Kosleck, Mark Manson, Bart Burns; (SD)
(Barry Nelson) (FILM)

The Unexpected WNBT 10:30 The Mask - with John Hudson (FILM)
(Herbert Marshall)

GENERAL INFORMATION

1. Organization - The organization is a non-profit corporation organized under the laws of the State of New York. It was organized for the purpose of promoting the general welfare of the community and the advancement of the arts and sciences.

2. Objectives - The primary objectives of the organization are to promote the general welfare of the community, to support and encourage the arts and sciences, and to provide for the education and training of young people in the fields of the arts and sciences.

3. Activities - The organization is engaged in a variety of activities, including the promotion of the arts and sciences, the support of educational institutions, and the provision of educational and training programs for young people.

4. Financial Information - The organization is a non-profit corporation and is exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code. It is also exempt from state income tax under the laws of the State of New York.

5. Board of Directors - The organization is governed by a Board of Directors, which is composed of representatives of the community and the arts and sciences. The Board of Directors is responsible for the overall management and operation of the organization.

6. Officers - The organization has a President, a Vice President, a Secretary, and a Treasurer. These officers are elected by the Board of Directors and are responsible for the day-to-day management and operation of the organization.

7. Staff - The organization has a staff of professional and administrative personnel who are responsible for the implementation of the organization's programs and activities.

8. Volunteers - The organization relies heavily on the services of its volunteers, who are dedicated to the organization's mission and objectives.

9. Partnerships - The organization has established partnerships with various organizations and institutions in the community, including educational institutions, cultural organizations, and government agencies.

10. Public Relations - The organization maintains a public relations program designed to promote its activities and programs to the general public.

11. Annual Report - The organization publishes an annual report which provides information about its activities, programs, and financial performance.

12. Open House - The organization holds an open house each year to provide an opportunity for the general public to learn more about its activities and programs.

13. Membership - The organization has a membership program which provides an opportunity for individuals to support the organization's mission and objectives.

14. Donations - The organization accepts donations from individuals, organizations, and government agencies to support its activities and programs.

15. Grants - The organization has received grants from various organizations and government agencies to support its activities and programs.

16. Future Plans - The organization has a long-term plan to continue to promote the general welfare of the community and the advancement of the arts and sciences.

UNITED STATES DEPARTMENT OF JUSTICE

Walter J. Rife

1947-1948

Walter J. Rife (born 1914) was a member of the Communist Party, U.S.A., from 1947 to 1948.

William J. Rife
(born 1914)

1947-1948

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1947-1948

ACROSS THE BOARD SHOWS FRIDAY AUGUST 29 THROUGH FRIDAY SEPTEMBER 5

Herb Sheldon NBC 12:45 Tu - Sidney Armus (C); W - Jeanette Wander (S); Th - Steve Lawrence

Garry Moore CBS 1:30 M - Kaye Ballard (S), Tu - Cliff Norton (C), Robert Ruark (author); W - Ivan Sanderson (scientist-explorer), Frank Marlowe (C); Th - Milbourne Christopher (magic); F - Ray Malone (D)

Art Linkletter CBS 2:45 M & F - Muzzy Marcellino Trio (M); F - Perc Westmore (make-up)

Margaret Arlen CBS 4pm M - Ernie Kovacs (C); Tu - Diana Herbert; W - Bob & Nancy Paschall; Th - Suzan Ball; F - Jack Kirkland (author)

Matinee In New York NBC 4pm M - The Barbara Carroll Trio (M); Sonny Howard (C);
(Robin Chandler & Bill Goodwin) Sullivan (S), Caroline Burke's Vacation Wonderlands; F - Betty Ann Grove (S) (LAST SHOW OF SERIES)

Magic Cottage DuM 6:30 School Starts For Lottie Goodluck - (SW & SD); with
(Pat Meikle) Kitty Cosgriff, Bill McCutcheon (Seen M through F)

Broadway TV Theater WOR 7:30 Rebecca - (O) by Daphne DuMaurier; with Scott Forbes, Pat Breslin, Rosalind Ivan, Rex O'Malley, Bert Thorn, Malcolm Keen, George Thirlwell, Audrey Ridgewell, Byron Russell, Richard Waring; Staged by David Lewis (Seen M through F)

SATURDAY SEPTEMBER 6
~~~~~

Big Top CBS 12N Janet & Paul (aerial), The Two Winlows (bicycle),  
(Jack Sterling) McConnell & Moore (jugglers), Lou & Frank Varrone (trampoline)

All Star Revue NBC 8pm Corinne Calvet, Paul Douglas, Billy Daniel & Dan-  
(Dennis Day) cers (FROM HOLLYWOOD; DEBUT SHOW IN FALL SERIES)

Battle Of The Ages CBS 10:30 Will Mahoney (D) vs Harold & Lola (D); Teresa Brew-  
(Morey Amsterdam) er (S) vs Zola Mae & Peggy Jane Shaulis (M) (DEBUT SHOW IN FALL SERIES)

SUNDAY SEPTEMBER 7  
~~~~~

Tootsie Hippodrome ABC 12:15 Rudy Dockey's Dog Act, The Winslows (unicycle)
(John Reed King)

This Is Show Business CBS 7:30 Guest Panelist: Betty Furness; Guest Performers:
(Clifton Fadiman) Bert Wheeler (C), John Raitt (S), Martha Ann Bentley (D) (RETURNS FROM SUMMER HIATUS)

Philco Playhouse NBC 9pm The Last Hour - (O) by Lionel Shapiro; with Maria Riva, Hugh Reilly, Michael Gorrin, Marian Seldes, Joseph Foley, Anatol Winogradoff; Dir - Del Mann

The Doctor NBC 10pm Time To Kill - (O) by Joan Alison; with Conrad Ja-
(Warner Anderson) nis, Carmen Mathews, Lawrence Fletcher, Brandon Peters, Bernard Burke, Edwin Cooper, Floyd Ennis, Sandy Kenyon; (FILM)

SEPTEMBER 7-13, 1952

VOL 4 NO 4 SUPPLEMENT B

EDITOR: Jerry Leichter
ASSOC EDS: David B Graham
Alvin Sullum

Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(7)

CBS - 4-4:30pm; DEBUT; Whistle Stop: USA; from WCBS-TV(ON FILM) to the net; Sustaining; Dir - Ted Marvel CBS; Charles Collingwood will narrate a weekly film series detailing the grass roots campaigning of both major parties' candidates for President and Vice President; CBS-TV camera crews will travel with the candidates; program will be telecast from 3:30-4pm after the opening program.

CBS - 6:30-7pm; RETURN; See It Now; from WCBS-TV to 29 sta & 4 kine; Sponsor - Aluminum Co of America thru Fuller & Smith & Ross; Pkgr-Prod - Edward R Murrow & Fred Friendly; TV Dir - Don Hewitt; Peabody Award-winning news series, featuring Edward R Murrow as editor-narrator, returns from hiatus; It's News To Me was summer replacement(see Page 3).

CBS - 7:30-8pm; RETURN; This Is Show Business; from WCBS-TV to 38 sta & 16 kine; Sponsor - American Tobacco(Lucky Strike) thru BBD&O; Prod - Irving Mansfield; Dir - Byron Paul; Clifton Fadiman is again moderator of "clinic" for star performers with amusing problems; George S Kaufman and Sam Levenson are permanent panelists, with a guest panelist joining them each week to help the guest entertainers solve his or her "problem."

NBC - 12:45-1pm; RETURN; The Nature of Things; from WPTZ(Phila) to the net; Sustaining; Pkgr-Prod - Dr Roy K Marshall WPTZ; Dr Marshall leads science discussion & demonstrations presented for the layman.

NBC - 1-1:30pm; NEW TIME; American Inventory; from WNBT to the net; presented by Alfred P Sloan Foundation; Pkgr - Teleprograms; Prod - Bill Hodapp; Assoc Prod - Bob Wald; Dir - Larry Schwab; adult education & public affairs program had been seen Saturdays 5:30-6pm.

Mon(8)

ABC - 8:30-9pm; NEW TIME; United-- Or Not?; from WJZ-TV to the net; Sustaining; Prod - ABC Public Affairs in coop with UN Radio(UNCA); Dir - Emory Kellen, UN; John MacVane moderates discussion on world affairs; program was seen Tuesday 8:30-9pm, network except WJZ-TV; on WJZ-TV Sat 6:30-7pm.

NBC - 3:30-4pm; DEBUT; Welcome Travelers; from WNBQ(Chi) to the net; Sponsor - Procter & Gamble(Prell) thru Dancer-Fitzgerald-Sample(2nd $\frac{1}{4}$ hr Mon-Thu) & Shwayder Bros(Samsonite) thru Grey(2nd $\frac{1}{4}$ hr Fri); Prod - Tom Hicks, D-F-S; Dir - Don Meier NBC; Tommy Bartlett MC's interview show Mon-Fri.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF CHEMISTRY
5408 SOUTH DICKENS STREET
CHICAGO, ILLINOIS 60637

EXPERIMENTAL PROCEDURE

1. Preparation of the monomer. A solution of 10.0 g (0.05 mol) of the starting material in 100 ml of dry ether was cooled to 0°C. A solution of 1.0 g (0.05 mol) of the catalyst in 10 ml of dry ether was added. The mixture was stirred for 1 hour and then poured into 500 ml of methanol. The solid was filtered and dried under vacuum to give 8.5 g of monomer.

2. Polymerization. A solution of 5.0 g (0.025 mol) of the monomer in 100 ml of dry ether was cooled to 0°C. A solution of 0.5 g (0.025 mol) of the catalyst in 10 ml of dry ether was added. The mixture was stirred for 2 hours and then poured into 500 ml of methanol. The solid was filtered and dried under vacuum to give 4.5 g of polymer.

3. Fractionation. The polymer was dissolved in 100 ml of dry ether and filtered. The filtrate was concentrated under vacuum to give 4.5 g of polymer. This was dissolved in 100 ml of dry ether and filtered. The filtrate was concentrated under vacuum to give 4.0 g of polymer. The residue was dissolved in 100 ml of dry ether and filtered. The filtrate was concentrated under vacuum to give 0.5 g of polymer.

4. Characterization. The polymer was characterized by infrared spectroscopy, nuclear magnetic resonance spectroscopy, and elemental analysis. The infrared spectrum showed a strong absorption at 1715 cm⁻¹, characteristic of a carbonyl group. The nuclear magnetic resonance spectrum showed a broad peak at 7.2 ppm, characteristic of a proton in a cyclic structure. The elemental analysis showed a carbon content of 65.0%, which is in good agreement with the calculated value of 64.5%.

5. Conclusions. The results of this experiment show that the monomer can be prepared in high yield and that the polymerization proceeds quantitatively. The polymer obtained is a high molecular weight material with a narrow molecular weight distribution. The characterization data are consistent with the proposed structure of the polymer.

6. Discussion. The results of this experiment are in good agreement with the theoretical yield of the monomer and polymer. The infrared spectrum shows a strong absorption at 1715 cm⁻¹, which is characteristic of a carbonyl group. The nuclear magnetic resonance spectrum shows a broad peak at 7.2 ppm, which is characteristic of a proton in a cyclic structure. The elemental analysis shows a carbon content of 65.0%, which is in good agreement with the calculated value of 64.5%.

7. References. The following references are cited in this report: Smith, J. D., *J. Org. Chem.*, 1955, 20, 1234; Jones, R. L., *J. Polym. Sci.*, 1958, 35, 456; Brown, S. M., *J. Am. Chem. Soc.*, 1960, 82, 567.

THIS WEEK(Cont'd)

Mon(8)

NBC - 4-5pm Mon thru Fri; RETURN; Kate Smith Hour; from WNBT to 54 sta & 6 kine(approx); Sponsor - Participations: Mon - Procter & Gamble, Lees Carpets thru D'Arcy, Nestle(Nescafe) thru Sherman & Marquette; Tue - P&G, Doeskin thru Grey, Johnson & Johnson thru Y&R; Wed - P&G, Pillsbury thru Burnett, Gerber Foods thru D'Arcy; Thu - P&G, My-T-Fine thru BBD&O, Minute Maid thru Ted Bates, Simoniz thru SSC&B; Fri - Esquire Boot Polish(alt weeks) thru Mogul, Glidden Paints thru Y&R, Toni thru F, C & B; Agencies for Procter & Gamble are Compton, Benton & Bowles & Dancer-Fitzgerald-Sample; Prod - Ted Collins; Assoc Prod - Barry Wood; Directors - Dick Schneider, Warren Jacober, Kevin Joe Johnson, Herb Sussan, Al Scott(1 day each for first week only, then permanent director may be assigned); Choreographer - Kevin Joe Johnson; Music Dir - Jack Miller; in addition to the regular variety program, which stars Kate Smith, a daily 15-minute serial drama segment will be included in the format; entitled The House in the Garden, the serial is written by Agnes Ridgway, continuing the story of the Olcott family, seen on Fairmeadows, USA last season; Dir - Alan Neuman; permanent cast includes Ruth Matteson, Lauren Gilbert, Tom Taylor, Monica Lovett, Mimi Strongin, James Vickery, Jane Sutherland, Viola Roache, Virginia Sale, Zolya Talma and Bob Patten; new to the variety portion of the program will be Phyllis, Ruby and Dorothy McGuire, a singing trio.

NBC - 7:30-7:45pm Mon, Wed, Fri; RETURN; Those Two; from KNBH(Hwood) to 45 sta & 8 kine; Sponsor - Procter & Gamble(Tide, Prell, Lilt) thru Benton & Bowles; Agcy Superv - Al Kaye B&B; Prod - Ben Brady; Dir - Bill States; Pinky Lee-Martha Stewart music-comedy program now emanates from Hollywood, following two-week hiatus, during which time the sponsor presented Meet Your Match, starring Jan Murray.

NBC - 8-8:30pm; RETURN; Paul Winchell-Jerry Mahoney Show; from WNBT to 35 sta plus 9 kine; Sponsor - Speidel(Watch Bands) thru Sullivan, Stauffer, Colwell & Bayles and Avco Mfg(Crosley) thru Benton & Bowles(alternate weeks); Pkgr - Louis G Cowan; Exec Prod - Sherman Marks; Dir - Harold Eisenstein; Writers - Ed Birnbryer, Herb Rickles, Walter Stone, Russ Beggs, Paul Winchell; Settings - Perry Watkins; Music - John Gart; Anncr - Ted Brown; ventriloquist Paul Winchell and his dummy, "Jerry Mahoney" star in comedy-variety show with singer-comedienne Dorothy Claire featured, and Nina Varella.

Tue(9)

DuM - 10-10:30pm; DEBUT; This Is The Life; on WABD & 6 other DuM sta (ON FILM); Presented by DuMont in cooperation with the Nat'l Council of Churches of Christ in the USA; Pkgr - Lutheran Church - Missouri Synod; Prod - Family Films(Hwood); dramatic series has been produced by the Lutheran Church to attempt to persuade the 65 million non-churchgoers of the country that they should attend church regularly; films will be shown in 17 other markets, in addition to the DuMont stations.

Sat(13)

ABC - 7:30-8pm; NEW TIME; Paul Whiteman's TV Teen Club; from WFIL(Phila) to the net; Sustaining; program was seen half-hour later.

NBC - 7:30-8pm; HIGHLIGHT; Stars in Khaki 'N' Blue; from WNBT to the net; Sustaining; Pkgr-Prod - Bob Jennings; Dir - Craig Allen NBC; Writer - Bob Condon; Prod Superv - George Spota; Music - Bernie Green & orchestra; Wendy Barrie will MC program which presents entertainers currently in the armed services; audience vote decides winner; program is heard regularly on radio, will be seen on TV this date and September 27, same time.

LAST WEEK'S NETWORK CHANGES

CBS - It's News To Me; NEW TIME Sept 5; Fri 10:30-11pm; from WCBS-TV to the net; Sustaining; Pkgr-Prod - Goodson-Todman; program had been seen Sundays as summer replacement for See It Now, sponsored by Alcoa; last season's sponsor was Sanka; starting October 3, the program will be sponsored in this new time slot by Simmons Mattress Co thru Young & Rubicam.

SPONSOR ACTIVITY

LUDEN'S COUGH DROPS thru J M Mathes, has purchased Twenty Questions (DuM Fri 8:30-9pm) on an alternate week basis.

CHESEBROUGH MFG thru Cayton, has signed a five-year contract with Sports Films, Inc, the film subsidiary of the International Boxing Club, for exclusive rights to films of all matches which have been promoted by the club.

BAYUK CIGARS thru Ellington will sponsor Ted Husing's Ringside Interviews (DuM Mon 10:45-11pm) effective September 8.

NYC LOCAL STATION ACTIVITY

WABD(Ch 5) - Royal Playhouse; DEBUT Sept 4; Thu 7:30-8pm; Sponsor - Marcalus Mfg Co (Paper products) thru Hilton & Riggio; Pkgr - Bing Crosby Enterp(Hwood); Prod-Dir - Frank Wisbar; contract is for 26 weeks, presenting a re-run of the half-hour dramatic film series.

Kiddie Kollege; RETURN Sept 7; Sun 12:30-1pm; Sponsor - Dr A Posner Shoes thru Silberstein-Goldsmith; Pkgr-Prod - Vernon Becker & Milton Stanson for Milverne Prodns; Dir - Vernon Becker; Les Sand is MC-dean of the children's panel show; Lorenzo Fuller heads the music department.

The Liggett Theater; DEBUT Sept 8; Mon 7:30-8pm; Sponsor - Liggett Drug Co in assn with Vitamin Corp of America & Philip Morris Co, Ltd thru Biow & Duane-Jones; contract is for 52 weeks, presenting re-run Bing Crosby Enterprises film productions, made especially for TV.

Magic Cottage; LAST SHOW Sept 12; Mon thru Fri 6-6:30pm; Sponsor - Participations; Prod-Writer - Hal Cooper; Dir - Wesley Kenney DuM; Pat Meikle was leading lady & MC of children's program which presented dramatic versions of fairy tales.

WCBS-TV(Ch 2)-Story for Americans; NEW TIME Sept 7; Sun 3-3:30pm; Sustaining; Prod - Robert Herridge; Dir - Frank Harms; program, temporarily seen on Friday nights, returns to its original Sunday schedule.

Eloise Salutes the Stars; LAST SHOW Sept 14; Sun 11:15-11:30pm; Pkgr-Prod - Juliet & Lester Lewis; Dir - Lou Florence WPIX; program was seen ten days earlier on WPIX, 'live'; kine of WPIX show was syndicated.

Philip Morris(Dunhill Cigarettes) thru Biow has purchased 129 spot announcements, station identifications and program participations on WCBS-TV during the seven-day period beginning Tuesday, September 9; in addition, Dunhill will sponsor the Tuesday & Thursday telecasts of Sports of the Night on the station for fifty-two weeks, also effective September 9.

NYC LOCAL STATION ACTIVITY(Cont'd)

WNBT(Ch 4) - Hollywood Off-Beat; LAST SHOW Sept 4; Thu 8-8:30pm; Sponsor - Dixie Cup thru Hicks & Greist; Film Prod - Marion Parsonnet; Melvyn Douglas starred in detective series.

The Herb Sheldon Show; NEW TIME; Mon thru Fri 12n-1pm; informal interview program was seen 12:45-1:30pm.

New York Close-Up; RETURN Sept 8; Mon thru Fri 2-2:30pm; Sponsor - Participations; Prod - Kay Elliot NBC; Jinx Falkenburg McCrary interviews guests from all professions; her husband, Tex McCrary, will probably return to the program following the national elections.

WOR-TV(Ch9)- Ad Quiz; DEBUT Aug 30; Sat 7-7:30pm; Sponsor - Greenwold Jewelers of Flushing & Jamaica; Prod-Dir - Robert Isaacson; Virginia Grahame will MC quiz program, querying contestants on advertising - slogans, trademarks and identifying features.

WPIX(Ch 11)- Eloise Salutes the Stars; LAST SHOW Sept 4; Thu 5:15-5:30pm; Pkgr-Prod-Juliet & Lester Lewis; Dir - Lou Florence WPIX; Eloise McElhone interviewed celebrity guests.

Menu for Tomorrow; DEBUT Sept 8; Mon, Wed, Fri 11-11:15pm; Sponsor - Amanda Products Corp thru Maury, Lee & Marshall; Prod - Eric Eisner; Jerry Wayne stars in a musical approach to the housewife's cooking problems.

NEWS DIGEST

NIELSEN NATIONAL & NY AREA RATINGS RELEASED - The second report for July on Nielsen's ratings of the top ten national TV programs, together with the August NY area report, have just been released as follows:

<u>National(2 wks ending July 26) % Homes</u>		<u>Homes(000)</u>	
Pabst Blue Ribbon Bouts	34.8	Pabst Blue Ribbon Bouts	6,014
Godfrey Friends(Chesterfields)	30.2	My Little Margie	5,172
My Little Margie	29.2	Godfrey Friends(Chesterfields)	4,455
Dragnet	28.3	Dragnet	4,164
Talent Scouts	26.3	Racket Squad	3,786
The Hunter	26.0	Television Playhouse	3,772
Big Town	25.8	The Hunter	3,746
Racket Squad	25.7	Godfrey Friends(Pillsbury)	3,666
Godfrey Friends(Pillsbury)	25.6	What's My Line?	3,544
What's My Line?	24.7	Original Amateur Hour	3,544

New York Area (21 Counties, 50 Mile Radius New York City)- 4 weeks ending Aug 9

<u>%Homes (000)</u>		<u>%Homes (000)</u>	
Talent Scouts	23.7 720	My Little Margie	20.1 611
Godfrey Friends(C)	23.0 699	Racket Squad	19.4 590
Dragnet	22.0 669	What's My Line?	18.9 575
Big Town	21.7 660	Godfrey Friends(P)	18.7 568
Amos 'n' Andy	20.2 614	Strike It Rich	17.9 544

NBC-TV NETWORK DATA CHART FOR AUGUST 1 - NBC's TV Network Data Chart, estimating the number of TV sets in the US as of August 1, 1952, indicates a total of 18,354,300 sets in operation, an increase of 371,100 sets since the July 1 report. The addition of Denver's KFEL-TV, with an estimated 5,000 sets in use, brings the number of NBC stations operating to 65, sixty-three of them on an interconnected network.

MEMBERS OF AUTHORS LEAGUE VOTE RESTRAINING ORDER - A majority of more than two-thirds of the voting members of the Authors League of America approved a restraining order against the Alliance of Television Film Producers. The results, by Guilds, were as follows:

	<u>Yes</u>	<u>No</u>
Authors Guild	628	11
Dramatists Guild	185	4
Radio Writers	230	45
Television Writers	77	3
Membership at Large	<u>19</u>	<u>--</u>
	1139	63

All members have agreed to abide by the Restraining Order barring members from working for, or leasing, or otherwise disposing of material or any rights therein to: William Boyd Prodns; William Broidy Prodns; Gross-Krasne Prodns; Primrose Prodns; Roy Rogers Prodns; Screen Televideo; TCA Prodns; Adrian Weiss Prodns; Frank Wisbar Prodns and Ziv Television Prodns. The Screen Writers Guild, which also belongs to ALA, and which has been at odds with the council of the western branch of the Radio Writers Guild, was reported as trying to influence the balloting by mailing an eleven-page "white paper" to members of the RWG, which listed "all the facts" in order to "correct records" allegedly distorted in news released by the RWG. The Screen Writers have claimed they had been deserted by the RWG during negotiations, while the RWG accused the SWG of having proceeded unilaterally with contract negotiations.

2 CANADIAN STATIONS BEGIN OPERATIONS - With the start of operations of Canada's first two TV stations this week, the Canadian Broadcasting Company has announced that a network hookup is being built by the Bell Telephone Co for completion in the summer of 1953. The network will consist of 12 relay stations to enable viewers in Montreal, Toronto and Ottawa to pick up programs from all these cities, giving them an extended choice of programs rather than limiting them to local productions. Negotiations are reported underway between the Canadian Broadcasting Co and the top American TV networks for some of their programs, with several film sales to the Canadian company already recorded.

NEW NBC-TV COLOR EXPERIMENT SCHEDULED - The FCC has granted NBC temporary authority to use WNBT, New York, as an experimental TV broadcast station, KE2XJV, for the purpose of testing RCA's color TV system with color sub-carrier frequencies of 3.58, 3.75 and 3.89 mc to provide the best black and white pictures. The authorization is for the period from September 15 to 30, with operation limited to not more than fifteen minutes daily, Monday through Friday, between 9am and noon.

Financial Statement

2017 Financial Statement for [Company Name] - 2017
The company has reported a net income of \$1,200,000 for the year ended December 31, 2017. This represents an increase of 15% over the net income of \$1,043,000 reported for the year ended December 31, 2016. The increase is primarily due to higher sales volume and improved operating margins.

The following table summarizes the major components of the company's financial performance for the year ended December 31, 2017:

Item	2017	2016
Revenue	\$10,000,000	\$9,500,000
Cost of Goods Sold	(7,500,000)	(7,200,000)
Gross Profit	\$2,500,000	\$2,300,000
Operating Expenses	(1,300,000)	(1,257,000)
Operating Income	\$1,200,000	\$1,043,000

The company's revenue for 2017 was \$10,000,000, an increase of 5.3% from \$9,500,000 in 2016. This growth was driven by a 10% increase in sales volume, partially offset by a 5% decrease in average selling price. The cost of goods sold for 2017 was \$7,500,000, an increase of 4.2% from \$7,200,000 in 2016. This increase was primarily due to higher unit costs and increased volume. The gross profit for 2017 was \$2,500,000, an increase of 8.7% from \$2,300,000 in 2016. Operating expenses for 2017 were \$1,300,000, an increase of 4.2% from \$1,257,000 in 2016. This increase was primarily due to higher depreciation and amortization expenses. The operating income for 2017 was \$1,200,000, an increase of 15% from \$1,043,000 in 2016.

The company's operating income for 2017 was \$1,200,000, an increase of 15% from \$1,043,000 in 2016. This increase was primarily due to higher sales volume and improved operating margins. The company's net income for 2017 was \$1,200,000, an increase of 15% from \$1,043,000 in 2016. This increase was primarily due to higher operating income and lower income tax expense. The company's cash and cash equivalents for 2017 were \$1,500,000, an increase of 25% from \$1,200,000 in 2016. This increase was primarily due to higher operating cash flow and lower capital expenditures.

The company's cash and cash equivalents for 2017 were \$1,500,000, an increase of 25% from \$1,200,000 in 2016. This increase was primarily due to higher operating cash flow and lower capital expenditures. The company's total assets for 2017 were \$10,000,000, an increase of 10% from \$9,000,000 in 2016. This increase was primarily due to higher property, plant, and equipment and higher intangible assets. The company's total liabilities for 2017 were \$8,500,000, an increase of 5% from \$8,000,000 in 2016. This increase was primarily due to higher accounts payable and higher long-term debt. The company's total equity for 2017 was \$1,500,000, an increase of 25% from \$1,000,000 in 2016. This increase was primarily due to higher retained earnings and higher common stock.

ABC ANNOUNCES NEW TV ADVISORY COMMITTEE - Ernest Lee Jahncke, vice president and assistant to the president of ABC, has announced the formation of a new TV advisory committee. Among the members are the following executives from affiliated stations: Kenneth Berkeley, vp & gen'l mgr of WMAL-TV(Washington, DC); Otto P Brandt, vp & gen'l mgr of KING-TV(Seattle); William Lane, vp & gen'l mgr of WLTV(Atlanta); Franklin Snyder, vp & station manager of WXEL-TV(Cleveland) and Mort Watters, vp & gen'l mgr of WCPO-TV, Cincinnati.

BRITISH PLAN TO PRODUCE TV THRILLER FILMS - The British Broadcasting Corporation is reported to be planning production of several mystery-thriller series, and has asked the government to finance the plan to the extent of \$2,000,000. Each series of 13 installments would be made for English viewers, with an eye to both potential American and Canadian commercial markets. Income from these commercial sales would be used to help offset rising cost of home broadcasting and film productions.

KLING TO PRODUCE PUPPET SERIES FOR MARSHALL FIELD - Marshall Field & Co, Chicago department store, has signed a contract with Kling Studios for the production and filming of twenty-six programs of the Uncle Mistletoe puppet series. The films will be made at Kling's Chicago studios.

UNITED ARTISTS LIST 5 PROGRAMS FOR FALL DISTRIBUTION - Five new TV packages are to be distributed by United Artists TV for fall programming. All on film, the programs include: Clete Roberts' World Report, a 15-minute program of news, features, background & analysis, produced by US Televisions News; Cowboy G-Men, a half-hour Western series made by Mutual TV Prodns, starring Russell Hayden & Jackie Coogan; View The Clue, an audience and home participation quiz show produced by Nat C Goldstone Prodns; Fun With Felix, an audience-participation magic show and Norman Brokenshire's Handy Man, demonstrating ways of making life easier around the house.

PERSONNEL ITEMS: - George J Zachery, former CBS producer, has been named to head the radio-TV department at Lennen & Mitchell. Francis C Barton, former vp in charge of radio & TV at Federal Advertising, becomes business manager of I&M's radio-TV department.....Andy Christian, formerly a member of McCann-Erickson's Chicago office, has been assigned to the firm's NY office as a television producer.....Bruce M Allen has been appointed a radio & television director at the Kudner agency. He will be assigned to the Republican National Campaign account.....Robert G Grier, a former radio-TV producer at Kenyon & Eckhardt, has joined WINS, New York, as Program Director.....Clark George has joined the NY office of CBS-TV Spot Sales as an account executive.....Don Flagg, president of a San Francisco production firm, has been named West Coast representative of DuMont's Film Syndication Department.....Marge Kerr has been granted a leave of absence from the William Morris office to take over production management of Lever Bros new bi-weekly situation comedy, Heavens to Betsy.....Leonard Reeg has resigned as vice-president in the ABC radio program department to join the John E Gibbs Agency. He will be vice-president in charge of a Hollywood office to be opened by Gibbs.....R C "Pete" Maddux, vp in charge of sales for WOR-TV(NY), has resigned his position. Robert Mayo, TV sales director, will assume the chores formerly handled by Maddux.

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COMMISSIONERS OF THE GENERAL LAND OFFICE

REPORT

1900

THE COMMISSIONERS OF THE GENERAL LAND OFFICE have the honor to acknowledge the receipt of the report of the Surveyors General of the State, and to report the same to the Legislature, as required by the Constitution of this State.

LANDS BELONGING TO THE STATE

CLASS OF LANDS	ACRES	VALUE
Unsettled	1,234,567	\$12,345,678
Settled	987,654	\$98,765,432
Unimproved	543,210	\$5,432,100
Improved	321,098	\$32,109,876
Public Domain	210,987	\$2,109,876
Private Land	109,876	\$1,098,765
State Land	98,765	\$987,654
County Land	87,654	\$876,543
City Land	76,543	\$765,432
Other Land	65,432	\$654,321
Total	3,210,987	\$32,109,876

LANDS BELONGING TO OTHERS

CLASS OF LANDS	ACRES	VALUE
Unsettled	1,234,567	\$12,345,678
Settled	987,654	\$98,765,432
Unimproved	543,210	\$5,432,100
Improved	321,098	\$32,109,876
Public Domain	210,987	\$2,109,876
Private Land	109,876	\$1,098,765
State Land	98,765	\$987,654
County Land	87,654	\$876,543
City Land	76,543	\$765,432
Other Land	65,432	\$654,321
Total	3,210,987	\$32,109,876

LANDS BELONGING TO THE FEDERAL GOVERNMENT

CLASS OF LANDS	ACRES	VALUE
Unsettled	1,234,567	\$12,345,678
Settled	987,654	\$98,765,432
Unimproved	543,210	\$5,432,100
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County Land	87,654	\$876,543
City Land	76,543	\$765,432
Other Land	65,432	\$654,321
Total	3,210,987	\$32,109,876

SUNDAY SEPTEMBER 7 (Cont'd)

Super Circus ABC 5pm Captain Christy's Lions, Bill Finch (baton twirler)
(Claude Kirchner) Henry Finch (bicycle), Dalton & Bailey (trapeze)

Lamp Unto My Feet CBS 5pm Answer For Anne - (O) & photographed by Allan
Sloane (FILM)

TV Recital Hall NBC 5:30 Ida Haendel (violinist)

Roy Rogers NBC 6:30 Death Medicine - with Pat Brady, Ray Bennett, Rory
(& Dale Evans) Mallinson, Bill George, Fred Graham, Bert La Baron,
Bill McCormick (FILM) (SEEN WNBT 6pm)

Super Ghost NBC 7pm Laura Hobson (FROM CHICAGO)
(Bergen Evans)

Toast Of The Town CBS 8pm Phil Silvers (C), Ronnie Graham (C), Mary Small
(Ed Sullivan) (S), Walter Dare Wahl (acro), George Prentice (pup-
peteer)

Information Please CBS 9pm Howard Lindsay, Russel Crouse (MC)

Rocky King DuM 9pm Murder Lays The Odds - (O) by Irwin Lewis; with
(Roscoe Karns) Jim Kelly, Diana Herbert, Joseph Jefferson, Charles
Jordan; (SD)

The Plainclothes Man DuM 9:30 A Kill For A Drill - (SW); with Somer Alberg, Ellen
(Ken Lynch) Leslie, Al Ramsen, Constance Davis, Byron Holstad
(SD)

Celebrity Time CBS 10pm Janis Paige (S), Johnny Desmond (S), Betty Ann
(Conrad Nagel) Grove (S), Jonathan Lucas (D)

MONDAY SEPTEMBER 8

Hollywood Screen Test WJZ 7:30 First Page Story - (SW); with Ilka Chase, William
(Neil Hamilton) Darrid, Joseph Hardy; (SD)

Lux Video Theater CBS 8pm Ile - (O) by Eugene O'Neill, (A) by (SW); with
Gene Lockhart, Fay Bainter, James Daly, Frank Max-
well, John Armstrong, John Marvin, Robert McQuade; (SD) Cook
The Voice Of Firestone NBC 8:30 Eugene Conley (tenor)
(Howard Barlow)

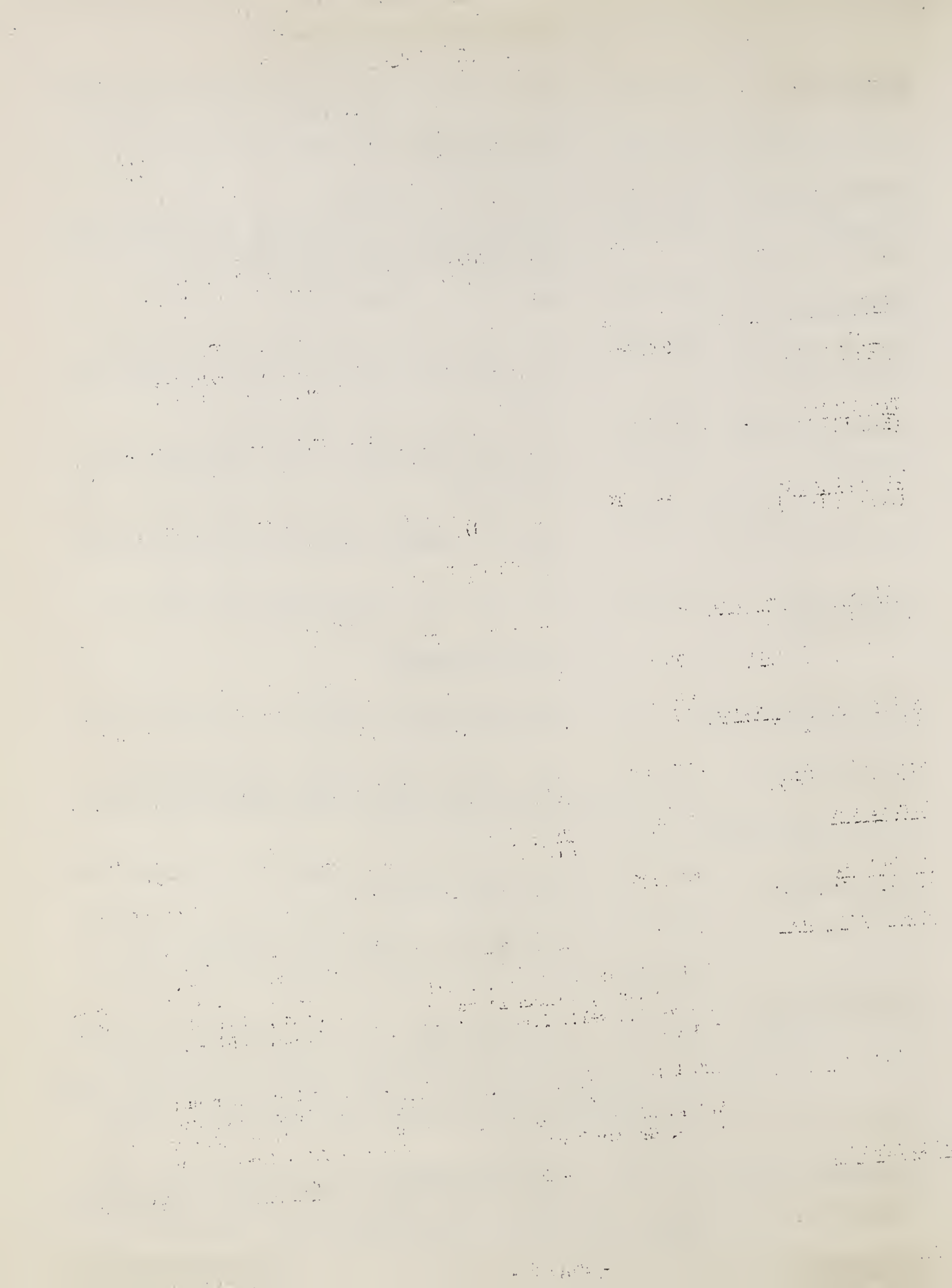
Talent Scouts CBS 8:30 Betty Gilbert (S), Bob Whalen (S), the Harmonettes
(Arthur Godfrey) (S), Owen & Weiser (M)

Lights Out NBC 9pm The Red Rose - (O) by Milton Lewis; with Margaret
Phillips, John Newland, Mercer McLeod; (SD)

Who's There? CBS 9:30 Kitty Carlisle (S), Art Carney (C), Robert Coote
(Arlene Francis)

Robert Montgomery NBC 9:30 The Law-Abiding - (O) by Marc Brandel, (A) by Joel
Hammil; with Chester Morris, Faith Brook, Bruno
Wick, William Smithers, Leslie Barrie, Aileen Poe, Felix de Bank,
Jean Cameron, Norman Barrs, Charles Egelston, Malcolm Broderick,
George Thurwell, Francis Compton, Kurt Katch; (SD) - Norman
Felton

Westinghouse Theater CBS 10pm The Happy Housewife - (O) by Hedda Rosten; with
Anna Lee, June Dayton, Ann Shoemaker, Richard Ken-
drick, Allen Nourse, Evelyn Davis, Leopold Badia, Martha Black-
stone, Gregor Rowland, Robert Webber; (SD) - David Rich



Section 1

<p>1. The first section of the Act provides that the Secretary shall have power to make regulations for the purpose of giving effect to the provisions of the Act.</p>	<p>Section 1</p>	<p>Section 1</p>
<p>2. The second section of the Act provides that the Secretary shall have power to make regulations for the purpose of giving effect to the provisions of the Act.</p>	<p>Section 2</p>	<p>Section 2</p>
<p>3. The third section of the Act provides that the Secretary shall have power to make regulations for the purpose of giving effect to the provisions of the Act.</p>	<p>Section 3</p>	<p>Section 3</p>
<p>4. The fourth section of the Act provides that the Secretary shall have power to make regulations for the purpose of giving effect to the provisions of the Act.</p>	<p>Section 4</p>	<p>Section 4</p>
<p>5. The fifth section of the Act provides that the Secretary shall have power to make regulations for the purpose of giving effect to the provisions of the Act.</p>	<p>Section 5</p>	<p>Section 5</p>
<p>6. The sixth section of the Act provides that the Secretary shall have power to make regulations for the purpose of giving effect to the provisions of the Act.</p>	<p>Section 6</p>	<p>Section 6</p>
<p>7. The seventh section of the Act provides that the Secretary shall have power to make regulations for the purpose of giving effect to the provisions of the Act.</p>	<p>Section 7</p>	<p>Section 7</p>
<p>8. The eighth section of the Act provides that the Secretary shall have power to make regulations for the purpose of giving effect to the provisions of the Act.</p>	<p>Section 8</p>	<p>Section 8</p>
<p>9. The ninth section of the Act provides that the Secretary shall have power to make regulations for the purpose of giving effect to the provisions of the Act.</p>	<p>Section 9</p>	<p>Section 9</p>
<p>10. The tenth section of the Act provides that the Secretary shall have power to make regulations for the purpose of giving effect to the provisions of the Act.</p>	<p>Section 10</p>	<p>Section 10</p>
<p>11. The eleventh section of the Act provides that the Secretary shall have power to make regulations for the purpose of giving effect to the provisions of the Act.</p>	<p>Section 11</p>	<p>Section 11</p>

THURSDAY SEPTEMBER 11 (Cont'd)

Big Town CBS 9:30 Point Set - Originally scheduled for Sept 4 (see Vol 4 No 4, page 11); Show on Sept 4 was Hit And Run - (O) by Lawrence Kimball; with Ruth Warrick, Phil Brown, Gregory Marshall, Charles Trowbridge, Louis-Jean Heydt, Paul Harvey, Charles Regan, Don Brodie; (SD) by Charles Haas (REPEAT OF APRIL 17, 1952)(FILM)

What's The Story? DuM 9:30 Bosley Crowther (film critic)
(Walter Kiernan)

Mr Peepers NBC 9:30 Tony Randall, Patricia Benoit
(Wally Cox)

Racket Squad CBS 10pm Heartbreak For Sale - (O) by Marianne Mosner & Francis Rosenwald; with Lois Austin, Dayton Lummsis, Norman Budd, Dick Cogan, Joel Green, John Clark, Wade Hamilton; (FILM)
(Reed Hadley)

Martin Kane NBC 10pm Skip Homeier, Nelson Olmsted, Robert Middleton, Ann Summers, Ronald Dawson; (SW & SD)
(Lee Tracy)

Foreign Intrigue WNBT 10:30 Ski Chase - Originally scheduled for August 28
(Jerome Thor) (See Vol 4 No 3, page 10) (FILM)

I've Got A Secret CBS 10:30 Sam Levenson
(Garry Moore)

Author Meets Critics DuM 10:30 Midcentury Journey by William L Shirer, with Doris Fleeason, Henry J Taylor (commentators); Faye Emerson returns as moderator
(Faye Emerson)

FRIDAY SEPTEMBER 12

Schlitz Playhouse CBS 9pm The Marriage Of Lit-Lit - (O) by Jack London, (A) by Arthur A Ross; with Don DeFore, Rita Moreno, Frank Silvera, Edward Firestone, Beatriz Ramos; Dir - Herbert Kline (FILM)
(Irene Dunne)

The Big Story NBC 9pm Jack Weeks, Houston Chronicle - (O) by Alvin Boretz; with Ray Walston, Eugene Ruyman, Michael Howard, Cliff Robertson, Fred Downs, Ralph Dunn, Mark Allen, Charlotte Knight; (SD)
(Bob Sloane)

Tales Of Tomorrow ABC 9:30 The Cocoon - (O) by Frank de Felitta; with Jackie Cooper, Edith Fellows, Edgar Stehli; (SD)

Footlights Theater CBS 9:30 The Other Jesse Grant - (O) by George Batson & Richard McCracken; with Gladys George, Elisabeth Risdon, Katherine Warren, Kenneth Patterson, Ted Osborn, Myra Marsh, Cecil Elliot; (FILM)

ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 5 THROUGH FRIDAY SEPTEMBER 12

Strike It Rich CBS 11:30 F - Robert Shackleton (S); M - Suzan Ball; W - The Mello-Larks (S)
(Warren Hull)

Herb Sheldon NBC 12N Not available at press time

<p>1. The first part of the book discusses the history of the United States from 1776 to 1865. It covers the American Revolution, the early republic, and the antebellum period.</p>	<p>1776-1865</p>	<p>1776-1865</p>
<p>2. The second part of the book discusses the Reconstruction era from 1865 to 1877. It covers the Civil War, the Reconstruction era, and the Gilded Age.</p>	<p>1865-1877</p>	<p>1865-1877</p>
<p>3. The third part of the book discusses the Progressive Era from 1890 to 1914. It covers the Progressive Era, World War I, and the Roaring Twenties.</p>	<p>1890-1914</p>	<p>1890-1914</p>
<p>4. The fourth part of the book discusses the interwar period from 1914 to 1945. It covers World War I, the 1920s, and World War II.</p>	<p>1914-1945</p>	<p>1914-1945</p>
<p>5. The fifth part of the book discusses the postwar period from 1945 to 1960. It covers the Cold War, the 1950s, and the early 1960s.</p>	<p>1945-1960</p>	<p>1945-1960</p>
<p>6. The sixth part of the book discusses the 1960s and 1970s. It covers the Vietnam War, the 1960s, and the 1970s.</p>	<p>1960-1970</p>	<p>1960-1970</p>
<p>7. The seventh part of the book discusses the 1970s and 1980s. It covers the 1970s, the 1980s, and the early 1990s.</p>	<p>1970-1980</p>	<p>1970-1980</p>
<p>8. The eighth part of the book discusses the 1980s and 1990s. It covers the 1980s, the 1990s, and the early 2000s.</p>	<p>1980-1990</p>	<p>1980-1990</p>
<p>9. The ninth part of the book discusses the 1990s and 2000s. It covers the 1990s, the 2000s, and the early 2010s.</p>	<p>1990-2000</p>	<p>1990-2000</p>
<p>10. The tenth part of the book discusses the 2000s and 2010s. It covers the 2000s, the 2010s, and the early 2020s.</p>	<p>2000-2010</p>	<p>2000-2010</p>
<p>11. The eleventh part of the book discusses the 2010s and 2020s. It covers the 2010s, the 2020s, and the early 2030s.</p>	<p>2010-2020</p>	<p>2010-2020</p>
<p>12. The twelfth part of the book discusses the 2020s and 2030s. It covers the 2020s, the 2030s, and the early 2040s.</p>	<p>2020-2030</p>	<p>2020-2030</p>

INDEX OF NETWORK AND LOCAL TV PROGRAMMING

Analyses of network and local programming will be presented each week hereafter in this added section of Ross Reports. (Some of the information has been appearing on page 2 during the past month). Charts are based on material from stations throughout the country as well as from main network offices. Network and New York station information is listed each week to set a standard and continuing reference line, while different stations throughout the country are listed for contrast. (See NOTE on Page B following for chart frequency explanation).

WEEKLY INDEX OF NETWORK TV PROGRAMMING

(During one week of each month this chart is augmented to show the total hours devoted to various types of programs (interview, situation comedy, etc.) in three main time groups. September list will appear next week).

Scheduled program transmission for the week of: Sept 7-13					
		Total hours network service			
		ABC	CBS	DuM	NBC
Time on-)	Live	3/4	9 3/4	1	13 3/4
12 noon)	Film	1/4	1 1/2	--	5
12 noon-)	Live	2	21	4	20
6:00 pm)	Film	1/2	1/4	1/2	1 3/4
6:00 pm-)	Live	9	18 1/2	19 3/4	23 3/4
time off)	Film	9 1/4	8	2	6
TOTALS	Live	11 3/4	49 1/4	24 3/4	57 1/2
	Film	10	9 3/4	2 1/2	12 3/4

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Network programs include syndicated kinescopes and filmed shows seen in local time slots on same or different dates through the network. Film shows in this category are programs produced or adapted especially for TV, plus documentaries and other special films).

Total Network and Local Hours of Scheduled Transmission
Over Key Outlets of Networks, Week of: Sept 7-13

CITY	ABC	CBS	DuM	NBC
New York City	WJZ-TV(87 1/2)	WCBS-TV(103 3/4)	WABD(64 1/2)	WNBT(118)
Nashville	Served by all nets: WSM-TV (70 1/2)			
St. Louis	Served by all nets: KSD-TV (121 3/4)			

Movie Features And Shorts Of An Entertainment Nature, Not Originally Made
For TV, Excluding News and Sportsreels: Total Hours, Week Of: Sept 7-13

CITY	ABC	CBS	DuM	NBC	Independent
New York local	WJZ(43 3/4)	WCBS(30 3/4)	WABD(7 1/4)	WNBT(13 1/4)	WOR(24 1/4)
Nashville	WSM-TV(7 3/4)				
St. Louis	KSD-TV(7 1/4)				

INDEX OF SPONSORED AND UNSPONSORED NETWORK PROGRAMMING

Scheduled program transmission for the week of: Sept 7-13					
	Total hours network service				
	ABC	CBS	DuM	NBC	
Time on-)					
12 noon) Commercial	3/4	6 1/2	1	--	Comm
) Participating	--	1	--	10	Part
) Sustaining	1/4	4 1/2	--	10	Sust
12 noon-)					
6:00 pm) Commercial	1 3/4	14	--	18 1/2	Comm
) Participating	--	--	--	1/2	Part
) Sustaining	1/2	5 3/4	3 3/4	2 3/4	Sust
6:00 pm-)					
time off) Commercial	7 1/4	21 1/2	9 1/4	20	Comm
) Participating	--	2 1/2	--	1	Part
) Sustaining	12	2	12 1/4	7 1/2	Sust
TOTALS					
Commercial	9 3/4	42	10 1/4	38 1/2	Comm
Participating	--	3 1/2	--	11 1/2	Part
Sustaining	12 3/4	12 1/4	16	20 1/4	Sust

Total Hours Local Sponsored and Unsponsored Programming, Week of: Sept 7-13

CITY and STATIONS	NC	NP	NS	LC	LP	LS
New York: WJZ-TV (A)	9 1/4	--	4 3/4	4 1/2	63	8 3/4
WCBS-TV (C)	42	3 1/2	12 1/4	3 3/4	31 1/4	9 3/4
WABD (D)	10 1/4	--	16	5 1/2	13 3/4	14 3/4
WNBT (N)	38 1/2	9 1/4	7	12 1/2	43 1/2	7 3/4
WOR--V (Ind)	--	--	--	25 3/4	60	13 1/4
Nashville: WSM-TV (All)	33 3/4	--	11 1/4	12	7 1/2	6
St. Louis: KSD-TV (All)	61	10	13	27	5 3/4	5

CODE: NC - Network Commercial; NP - Network Participating; NS - Network Sustaining; LC - Local Commercial; LP - Local Participating; LS - Local Sustaining; A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Co; Ind - Independent; All - Served by all networks.

CHART FREQUENCY: Tables listed on page A of this week's report appear every week. One week during each month, Page B will include the augmented Index of Network TV Programming. The September table will appear next week. The tables included above on this page will also appear once monthly.

EDITOR'S NOTE: While every effort has been made to insure the accuracy of these compilations, they are only presented as approximations and should only be used as such, since they are subject to error and also to changes in information which may be received too late for inclusion or correction.

SEPTEMBER 14-20, 1952

VOL 4 NO 4

SUPPLEMENT C

Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

EDITOR: Jerry Leichter
ASSOC EDS: David B Graham
Alvin Sullum

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(14)

CBS - 4-4:30pm; RETURN; Quiz Kids; from WBKB(CHI) to 22 sta & 23 kine; Sponsor - Cat's Paw Rubber(Heels & Soles) thru S A Levyne(Baltimore), alternate weeks only; Pkgr - Louis G Cowan; Prod - Rachel Stevenson; Joe Kelly, quizmaster, with Frankie VanderPloeg, 8; Sally Ann Wilhelm, 13; Melvin Miles, 8; Pat Conlon, 15, and Janet Ahern, 7; program was last seen as alternate week summer replacement for Paul Winchell-Jerry Mahoney show on NBC-TV, sponsored by Crosley thru Benton & Bowles.

DuM - 5-6pm; DEBUT; Youth Forum; from WABD to the net; Presented by DuMont in association with the New York Times; Dir - Arnee Nocks DuM; Dorothy Gordon will moderate the program which brings together a cross section of young people from public, private and parochial schools to discuss topics of national and international importance; in addition, an adult guest prominent in civic or governmental affairs is on hand each week.

NBC - 3-3:45pm; HIGHLIGHT; Kickoff 1952; from WNBT to the net; Sustaining; special program will preview the NCAA schedule of football games to be televised over the network starting September 20; Bill Henry will be the narrator, presented filmed highlights of last season's key games; guests include Amos Alonzo Stagg, 90-year-old Susquehanna (Pa) University football coach and Asa Bushnell, commissioner of the Eastern Collegiate Athletic Conference, who is director of the NCAA TV committee. American Inventory will be seen from 2-2:30pm starting this date; The Nature of Things 1:15-1:30pm.

Mon(15)

CBS - 9-9:30pm; RETURN; I Love Lucy; from WCBS-TV (ON FILM) to 35 sta & 28 delayed spots; Sponsor - Philip Morris thru Biow; Pkgr - Desilu Prodns; Exec Prod - Desi Arnaz; Prod - Jess Oppenheimer; Dir - Bill Asher; Writers - Jess Oppenheimer, Madelyn Pugh and Bob Carroll, Jr; Dir of Photography - Karl Freund; Music Dir - Wilbur Hatch; Lucille Ball and Desi Arnaz return in popular comedy series, with Vivian Vance and Bill Frawley featured in the series; My Little Margie was summer replacement(see last week's issue).

DuM - 9:45-10pm; DEBUT; Famous Fights; from WABD (ON FILM) to 6 sta; Sponsor - Adam Hats thru Hirshon-Garfield; Jimmy Powers will do the commentary as films of famous boxing bouts are show as a curtain-raiser to the main event bouts telecast from the Eastern Parkway Arena in Brooklyn.

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Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

Tue(16)

NBC - 8-9pm, 3 weeks out of 4; RETURN; Texaco Star Theater; from WNBT to 41 sta & 11 kine; Sponsor - Texas Co thru Kudner; Agcy Superv - Hank Ladd; Prod - Milton Berle; Dir - Gregg Garrison; Writers - Goodman Ace, Aaron Rubin, Arnold Auerbach, Selma Diamond, Ray Golden, Jay Burton, and Milton Berle; Music Dir - Alan Roth; Berle returns with a revised format, with top-name guests integrated into a surprise feature; Jimmy Nelson, ventriloquist, will again be on hand for the commercials.

Sat(20)

CBS - 11-11:30am; LAST SHOW; Whistling Wizard; from WCBS-TV to the net; Sustaining; Bil & Cora Baird's puppets in original fairy tales debuted November, 1951, prior to which time, program was seen for three years as Lucky Pup.

CBS - 1:45-4:30pm(approx); RETURN; Armed Services Football; from various cities to the net; Sustaining; a series of eleven games between championship teams of the Army, Navy, Marines and Air Force will be telecast; first contest is between San Diego Navy vs Great Lakes Navy.

CBS - 8-9pm; DEBUT; The Jackie Gleason Show; from WCBS-TV to 23 sta & 11 kine; Sponsor - Participations: Schick Electric Shavers thru Kudner;(effective with debut telecast); American Chicle (Clorets) thru Dancer-Fitzgerald-Sample(effective Oct 4); Thos Leeming & Co(Silk 'n' Satin Hand Lotion) thru William Esty(effective Oct 11); Pkgr-Prod - Jackie Gleason & Jack Hurdle; Dir - Frank Satenstein CBS; Writers - Harry Crane, Ray Allen, Walter Stone, Marvin Marks & Arthur Phillips; Music Dir - Ray Block; Jackie Gleason stars in comedy-variety show.

NBC - 2pm-end of game; RETURN; NCAA Football Games; from various cities to 63 sta; Sponsor - General Motors(Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac, GM Truck & Coach, Frigidaire & others) thru Kudner; Mel Allen, Tommy Harmon, Russ Hodges and Bill Henry will be the sportscasters for the eleven games scheduled; first contest is between Texas Christian & Kansas at Lawrence, Kansas.

LAST WEEK'S NETWORK CHANGES

DuM - Stage A Number; DEBUT Sept 10; Wed 8:30-9:30pm; from WABD to the net; Sustaining; Prod - Roger Gerry; Dir - Barry Shear; Writer - Bill Dalzell; Music Dir - Bill Wirges; new program is a showcase for young theatrical talent -- producers, directors, designers, choreographers, composers and writers -- as well as performers; host Bill Wendell interviews the guest 'producer' who then presents a production; a panel of three prominent theatrical personalities discuss the finished productions, selecting two to make a return appearance the following week.

NEWLY ANNOUNCED NETWORK FUTURES

Sept 29 - CBS - There's One in Every Family; from WCBS-TV to the net; Mon thru Fri 11-11:30am; Sustaining; Superv - Marlo Lewis; Producer - Richard Lewine; Dir - Rai Purdy; John Reed King will MC audience participation quiz designed to honor the "one in every family" whose talents, special interests or unusual accomplishments entitle them to recognition and reward; each program will spotlight three contestants whose families, as well as themselves, will received prizes after they have demonstrated that their specialties rightfully entitle their kin to be proud of them.

NEWLY ANNOUNCED NETWORK FUTURES(Cont'd)

- Sept 30 - CBS - Heaven for Betsy; Tue & Thu 7:45-8pm; from WCBS-TV to the net; Sponsor - Lever Bros (Pepsodent & Shadow Wave) thru McCann-Erickson; Pkgr-Prod - Jacin Productions; Dir - Richard Linkrout; Writer - Russ Beggs & others; Jack Lemmon and Cynthia Stone, young husband and wife team, appear in new situation comedy program. They had similar segment on Ameche show last year.
- Sept 30 - NBC - Two for the Money; Tue 10-10:30pm; from WNBT to the net; Sponsor - P Lorillard (Old Gold) thru Lennen & Mitchell; Pkgr-Prod - Mark Goodson & Bill Todman; Herb Shriner will star as MC in a new comedy-quiz game featuring two contestants each week; Commercials Anncr - Dennis James.

SPONSOR ACTIVITY

SCOTT TISSUE thru J Walter Thompson, has purchased the alternate Wednesday evening 8-8:30pm time slot on NBC-TV for a variety show to be called Scott Music Hall. Patti Page, who appeared on Music Hall (CBS-TV Tue & Thu 7:45-8pm, sponsored by Lever Bros) will star on the new show, along with Frank Fontaine. The program will alternate with Cavalcade of America, which will be sponsored by E I DUPONT thru BBD&O.

DRUGSTORE TV PRODUCTIONS thru Product Advertising Corp, drops Cavalcade of Stars (DuM Fri 10-11pm) following the telecast of September 26.

PACIFIC COAST BORAX thru McCann-Erickson, will sponsor Death Valley Days, a filmed TV Western series, produced by Dorothy McCann, in 63 markets on a spot basis. The program will be seen in NY over DuMont's outlet, WABD.

NYC LOCAL STATION ACTIVITY

WABD(Ch 5) - Sports Varieties; DEBUT Sept 8; Mon thru Fri 5:45-6pm; Sustaining; Dir - Al Johnston; John Condon, publicity director of the NY Athletic Club, MC's show which honors an athletic team of a different high school each evening.

Night Editor; DEBUT Sept 12; Fri 11:15-11:30pm; Sponsor - Greater NY Kaiser-Frazer Dealers' Ad Council thru William Weintraub; Prod - Verne Lewis; Dir - M Baron; Writer - Hal Burdick; Hal Burdick, in the role of editor of a metropolitan newspaper, relates stories behind the headlines, effecting the voices of the characters he is portraying.

Double C Canteen; RETURN Sept 15; Mon thru Fri 6:30-7pm; Sponsor - Coca-Cola Bottlers of NY thru William Esty; Prod - Jeff Selden, Esty; Dir - Arnee Nocks DuM; Sheriff Bob Dixon entertains special guests and features authentic facets of Western outdoor life.

USA -- 11:59; DEBUT Sept 17; Wed 8-8:30pm; Presented by NY Republican County Committee; Dir - Wes Kenney DuM; Writer - Howard Merrill; Daniel J Riesner, secretary of the NY Republic Committee, is moderator of program which features members of the Committee in political discussions.

WCBS-TV(Ch2) - Football Scoreboard; DEBUT Sept 20; Sat 6:15-6:30pm; Sustaining; Dir - Frank Moriarty; Jim McKay conducts a new 15-minute gridiron results series, showing film features on coaches or players who proved to be stars during games that day. Concert in the Park, formerly seen from 2:30-3pm, moves to 4:30-5pm this date.

NYC LOCAL STATION ACTIVITY(Cont'd)

WJZ-TV(Ch 7)- Comedy Cameos; RETURN Sept 11; Thu 11:15-11:30pm & Sun 4:45-5pm; Sponsor - Cameo Curtains thru Product Services Group; program will be seen for thirteen weeks, presents one-reel comedies featuring such old-timers as Charlie Chaplin, Harry Langdon, Buster Keaton & Ben Blue.

Letter to Lee Graham; RETURN Sept 15; Mon thru Fri 3-3:15pm; Sponsor - Redbow Foods(Tue & Thu) & Red Line Commercial Co-Bovril-(Wed), both thru Hilton & Riggio; Pkgr - Lawrence Enterprises; Prod-Dir - Roger Bower; Mrs Graham, author, lecturer and radio-TV commentator, offers a daily program which she terms "psychology on the layman's level;" problems and questions sent in by viewers are answered on the air, with a letter writer occasionally invited to appear on the program, remaining anonymous if he or she so desires. Last seen on WOR-TV.

Ed & Pegeen Fitzgerald; RETURN Sept 15; Mon thru Fri 3:15-3:30pm; Sponsor - Participations; Prod - The Fitzgeralds; Dir - Bill Beal WJZ-TV; the well-known Mr & Mrs team return after a 13-week vacation.

Inspector Mark Saber - Homicide Squad; RETURN & NEW TITLE Sept 15; Mon 8-8:30pm(ON FILM); Sponsor - Sterling Drug(Bayer Aspirin, Molle Shave Cream, Phillips' Milk of Magnesia Toothpaste & Milk of Magnesia) thru Dancer-Fitzgerald-Sample; Pkgr - Roland Reed Prodns(Hwood); Prod - J Donald Wilson; program was seen last year as Mystery Theater; it is carried on 15 other ABC stations.

WOR-TV(Ch 9)- Ben Tucker's Starlet Revue; DEBUT Sept 17; Wed 5:15-5:30pm; Sponsor - Hudson Bay Fur Co thru Sid Robbins; Prod - Sid Robbins; program stars Marie Moser & Ted Lawrence and features kiddie talent and fashions.

What One Person Can Do; DEBUT Sept 17; Wed 9:15-9:30pm; (ON FILM); Presenting films produced for The Christophers, each one featuring a Hollywood star, emphasizing the big things that little people can do to make the world better.

WPIX (Ch 11)- Bea Kalmus Show; DEBUT Sept 14; Sun 11-11:30pm; Sponsor - North American Airlines; Prod - John Chanin; Dir - Bob Busch; Bea Kalmus as MC, will premiere her own fashion show, using leading models, and presenting celebrity guests.

The First Show; DEBUT Sept 17; Wed thru Tue(weekdays only) 7:30-9pm; Sustaining; new feature film series will present the films on a five-times-a-week schedule, changing the film each Wednesday; the Standard Television Company is the distributor.

LOCAL STATION HIGHLIGHTS

Los Angeles-- 6th Annual Fisherman's Fiesta; HIGHLIGHT Sept 19-21, various times; (KTLA) Sponsor - California Fish Cannery Assn; the Fiesta, which takes place in San Pedro, California, will open with a Solemn High Mass of Thanksgiving from Mary, Star of the Sea Church; climax will be the blessing of the fleet of over 100 decorated fishing boats as they put out to sea.

Los Angeles The Los Angeles County Fair; HIGHLIGHT Sept 12-28, various times; (KTTV) Sustaining; Prod - Roy Maypole; Dir - Bob Hiestand; the 1952 Fair will be the twenty-fifth, and special Silver Jubilee activities are planned. Fifty-five TV hours were devoted to the Fair last year.

LOCAL STATION ACTIVITIES

WJZ-TV (Ch 15)

Special Report: WJZ-TV's 15th Anniversary - A special report on the station's history and its role in the community. The report covers the station's early days, its growth, and its commitment to providing quality programming to the viewers.

Letter to the Editor: WJZ-TV's 15th Anniversary - A collection of letters from viewers celebrating the station's 15th anniversary. The letters express appreciation for the station's long history and its dedication to the community.

TV's 15th Anniversary: WJZ-TV's 15th Anniversary - A special program celebrating the station's 15th anniversary. The program features a look back at the station's history and a look forward to its future.

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NEWS DIGEST

NY TV ALL-INDUSTRY COMMITTEE BECOMES PERMANENT GROUP - Organized on a temporary basis last January to work out proposals for modernized amendments to the NYC Code, so as to make it possible for television broadcasting to operate with greater efficiency and effectiveness in the metropolitan area, the Television All-Industry Committee will henceforth be a permanent organization. This week Mayor Impellitteri signed two important bills which eased restrictive regulations in theaters used for TV. Serving on the Committee are Clure Owen, Frank Marx and Felix Kemp of ABC; Henry Grossman, Walter Pierson and Richard Forsling of CBS; Roger Clipp and H Milholland of DuMont; J R Poppele and Charles Singer of General Tele-radio, Inc; Paul Lynch and Joseph D'Agostino of NBC, and Tom Howard and Otis Freeman of WPIX. David J Jacobson, Director of Public Relations for CBS Television, is Public Relations Counsel for the Committee.

SECOND ANNUAL 'BEST TELEVISION PLAYS' TO BE PUBLISHED - The second annual volume of The Best Television Plays, edited by William I Kaufman of the NBC-TV program department, will be published September 26. In compiling this anthology, Kaufman canvassed every TV station in the country, and came up with the following nine plays as best of the 1950-51 season: 'The Pharmacist's Mate,' by Budd Schulberg (Pulitzer Prize Playhouse); 'The Night They Made a Bum out of Helen Hayes,' by Billy Rose (The Billy Rose Show); 'The Kathryn Steffan Story,' by Kathryn Steffan (Big Story); 'The Rocking Horse,' by Doris Halman (Armstrong Circle Theater); 'Vincent Van Gogh,' by Hoffman R Hays (Philco TV Playhouse); 'Borderline of Fear,' by Joanna Roos and Edward Mabley; 'Rosie's Hair,' by Gertrude Berg (The Goldbergs) and 'The Lottery,' by Shirley Jackson (Cameo Theater.)

MULTIPULSE LISTS TOP TEN TV PROGRAM TYPES FOR AUGUST - According to The Pulse, Inc, the top ten TV program types for August, 1952, were, with their average ratings, as follows: Talent 18.8; Comedy-Variety 16.8; Drama & Mystery 16.1; Boxing 15.9; Comedy Situation 14.8; Westerns 13.4; Quiz-Audience Participation 10.0; Feature Films 9.2; Wrestling 8.8; Musical-Variety 7.5; Children's Shows 7.5.

EXTENSIVE NATIONAL SPOT REPRESENTATION ANNOUNCED - ABC has announced that it has contracted with John Blair & Co, Blair-TV, Inc, and the Edward Petry Co, three of the country's leading spot representative organizations, to represent eight of the ABC owned radio and television stations in cities other than where the stations are located. Under the arrangements, the sales departments of four of the owned TV stations will be augmented by the Petry and Blair organizations. Petry will represent WJZ & WJZ-TV, NY, and KGO & KGO-TV, San Francisco; John Blair & Co will represent WENR, Chicago and WXYZ, Detroit; Blair-TV will represent WENR-TV, Chicago and WXYZ-TV, Detroit.

GEYER, NEWELL & GANGER AND BOTHWELL AGENCIES MERGE - Geyer, Newell & Ganger and W Earl Bothwell, last week joined forces and will retain the GNG name only. B B Geyer, remains as chairman of the board & president, with Alden Kenyon, former president of Bothwell, named chairman of the executive committee. Bothwell's billings of approximately \$4,000,000 will bring the expanded firm's total billings to \$24,000,000. Two of Bothwell's major accounts doing television advertising are American Home Products Corp and its subsidiary Boyle-Midway, Inc.

NEWS DIGEST(Cont'd)

INDEPENDENT TV ART STUDIO ANNOUNCED - Video Crafts, an art studio to be exclusively devoted to television art work, has been formed in New York City, employing a staff of artists who have all had prior TV network art backgrounds, and are equipped to handle every type of art work for TV, short of set designing. Rene Mechin, a former member of ABC-TV's film department, is Sales Director for the new organization, whose offices are at 80 West 12th Street, NYC.

KAMEN OFFERING NEW PACKAGE TO DEPARTMENT STORES - George Kamen, Inc, marketing specialists, is offering to department stores a 13-week TV film package, consisting of quarter-hour weekly programs individually tailored to the merchandise requirements of each store. Each weekly unit contains a filmed, personalized introduction and closing by the sponsoring store, three commercials featuring nationally known brand name items sold by the store, and about ten minutes of entertainment. The only cost for the participating store is for the TV time on its local station. Among the advertisers already signed for promotion on the shows are Bendix, Gorham, Coro Jewelry, Parker Pen, Ekco Products, Tappan Stove and Simtex Mills.

STERLING TO RELEASE NEW ADVENTURE SERIES - Ghost Towns of the West, a new quarter-hour TV film series, will be distributed by Sterling Television Co. The new series produced by Simmel-Meservey, Inc, Hollywood, was filmed on location in some of the West's most famous ghost towns, with stories adapted from actual happenings of the Gold Rush days.

SWIFT-CHAPLIN PRODUCTIONS FORMED IN LOS ANGELES - A new television film production unit, Swift-Chaplin Productions,, with studios at 4316 W Jefferson Blvd, Los Angeles, has been formed by Charles F Chaplin, president; Howard Swift, vice-president and Harry Hinkle, general manager. The studios will be used for production of TV commercials.

GIL RALSTON & ARTHUR RIPLEY JOIN FORCES - Gil Ralston, a producer with Screen Television Productions, Hollywood, for the past year, has resigned from the firm in order to set up his own production unit in partnership with Arthur Ripley, who produced 'Voice in the Wind' and other theatrical films.

PERSONNEL ITEMS - Ernest Walling, until recently program manager of the NBC Television network, has been appointed director of programming at WPTZ, Philadelphia. He will begin his new assignment on September 15. Starting in TV at WPTZ, Walling joined the network's program production department in January, 1950.....Paul Dobin, head of the FCC's Broadcast Bureau's Rules and Standards Division, has resigned to become associated with the Washington law firm of Cohn & Marks. Mr. Dobin joined the FCC in 1946.....William L Clark, a former member of the sales staff of WPIX, NY, has returned to the station in the newly-created post of Eastern Sales Manager. For the past year he has been account executive with the television network sales department of ABC.....George L George has been named producer-director in charge of sponsored films for Shamus Culhane Productions, Hollywood.....Gil Fates has joined Goodson-Todman Productions, NY, as executive director of programs.

THE BROADCASTING BOARD OF CONTROL

THE BROADCASTING BOARD OF CONTROL - This board was established in 1975 to regulate the operations of the television industry in the state of California. It is composed of representatives from the public, the television industry, and the state government. The board's primary responsibility is to ensure that television broadcasting serves the public interest and that the industry operates in a fair and equitable manner. It has the authority to issue licenses, set rules and regulations, and impose penalties for violations of its rules.

THE BROADCASTING BOARD OF CONTROL - The board is composed of nine members, three of whom are appointed by the Governor, three by the State Senate, and three by the State Assembly. The members serve staggered terms of three years. The board's headquarters are located in Sacramento, California. It has a budget of approximately \$10 million per year. The board's rules and regulations are designed to promote the public interest, to ensure that the television industry operates in a fair and equitable manner, and to protect the rights of consumers. The board has the authority to issue licenses, to set rules and regulations, and to impose penalties for violations of its rules.

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TABLET SHOWS... 12-11-1958

List of the shows on Saturday 12-11-58 were listed in last week's report. Shows... additions are indicated here for the week. Shows the week before are... together after the listings are listed. Shows the week before are... original (O), adaptation (A), serial (S), and... and identified as stage (M), serial (S), and... (M).

FRIDAY EVENING 12

WARD 7:30	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
7:30	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
8:00	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
8:30	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
9:00	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
9:30	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
10:00	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
10:30	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
11:00	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
11:30	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)

SATURDAY EVENING 12

7:30	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
8:00	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
8:30	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
9:00	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
9:30	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
10:00	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
10:30	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
11:00	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)
11:30	THE GREAT ESCAPE (M)	THE GREAT ESCAPE (M)

SATURDAY SEPTEMBER 13 (Cont'd)

All Star Revue NBC 8pm add: Carmen Cavellero (M) (FROM HOLLYWOOD)
(George Jessel)

Your Show Of Shows NBC 9pm Marilyn Maxwell (S), hostess; Rod Strong (D),
(Caesar & Coca) Boris Gregory (M) & regulars except Bambi Linn &
Rod Alexander, temporarily absent

SUNDAY SEPTEMBER 14

Tootsie Hippodrome ABC 12:15pm Sunset Carson (sharpshooter)
(John Reed King)

Hallmk Theater NBC 4:30 Horns Of A Dilemma - (O) by Harold Callen; with
Frances Reid, Ed Binns, Stephen Olsen, Thomas Hea-
phy, Alexander Campbell, Calvin Thomas; (SD)

Super Circus ABC 5pm Al Jansley's Dogs, the Downies (aerial), Andrex
(Claude Kirchner) Solis (high rope), the Honey Girls (acro), Bonzo II

Roy Rogers WNBT 6pm The Desert Fugitive (Originally scheduled for Aug
(& Dale Evans) 31; for credits see Vol 4 No 4, page 9) (FILM)
(SEEN ON NET EXCEPT WNBT at 6:30pm)

Toast Of The Town CBS 8pm add: Ronnie Graham (C), The Angeliers (M), Hubbert
(Ed Sullivan) Castle

Information Please CBS 9pm Gene Lockhart, Dorothy Stickney
(Clifton Fadiman)

Rocky King DuM 9pm Model For Murder - (O) by Bob Corcoran; with regu-
(Roscoe Karns) lars & Vera Holton, Maurice Burke, Ann Hegira, Ken-
dall Clark; (SD)

MONDAY SEPTEMBER 15

Hollywood Screen Test WJZ 7:30 Hot Tamales -(SW & SD); with Veronica Lake, Bart
(Neil Hamilton) Burns, Gilbert Mack

Paul Winchell NBC 8pm Chester Morris, the Heathertones (S), Nina Varela
(& Jerry Mahoney)

Lux Video Theater CBS 8pm Stone's Throw - (O) by Earl Booth; with Jeffrey
Lynn, Angela Lansbury, Parker Fennelly, Joshua
Shelley; (SD) by Richard Goode

Voice Of Firestone NBC 8:30 Nadine Conner (soprano)
(Howard Barlow)

Talent Scouts CBS 8:30 Ted Emons, Jr (M), Betty Gilbert (S), Doris Parker
(Arthur Godfrey) (S), The Chordsmen (S)

Lights Out NBC 9pm The Darker Night - (O) by Louis Vittes; with
Louisa Horton, Richard Derr, Ethel Owen, Ralph Bell

Who's There? CBS 9:30 Robert Coote, Art Carney (C), Kitty Carlisle (S)
(Arlene Francis)

Robert Montgomery NBC 9:30 The Fairfield Lady - (O) by Robert J Shaw; with
June Havoc, Hugh Reilly, Donald Buka, Tom Coley,
P Jay Sidney, Heywood Hale Broun, Stuart Germain, Evan Thomas;
(SD) by Herbert Swope, Jr

THE UNIVERSITY OF CHICAGO

1911-1912	1912-1913	1913-1914	1914-1915	1915-1916	1916-1917	1917-1918	1918-1919	1919-1920	1920-1921	1921-1922	1922-1923	1923-1924	1924-1925	1925-1926	1926-1927	1927-1928	1928-1929	1929-1930	1930-1931	1931-1932	1932-1933	1933-1934	1934-1935	1935-1936	1936-1937	1937-1938	1938-1939	1939-1940	1940-1941	1941-1942	1942-1943	1943-1944	1944-1945	1945-1946	1946-1947	1947-1948	1948-1949	1949-1950	1950-1951	1951-1952	1952-1953	1953-1954	1954-1955	1955-1956	1956-1957	1957-1958	1958-1959	1959-1960	1960-1961	1961-1962	1962-1963	1963-1964	1964-1965	1965-1966	1966-1967	1967-1968	1968-1969	1969-1970	1970-1971	1971-1972	1972-1973	1973-1974	1974-1975	1975-1976	1976-1977	1977-1978	1978-1979	1979-1980	1980-1981	1981-1982	1982-1983	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988	1988-1989	1989-1990	1990-1991	1991-1992	1992-1993	1993-1994	1994-1995	1995-1996	1996-1997	1997-1998	1998-1999	1999-2000	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030	2030-2031	2031-2032	2032-2033	2033-2034	2034-2035	2035-2036	2036-2037	2037-2038	2038-2039	2039-2040	2040-2041	2041-2042	2042-2043	2043-2044	2044-2045	2045-2046	2046-2047	2047-2048	2048-2049	2049-2050	2050-2051	2051-2052	2052-2053	2053-2054	2054-2055	2055-2056	2056-2057	2057-2058	2058-2059	2059-2060	2060-2061	2061-2062	2062-2063	2063-2064	2064-2065	2065-2066	2066-2067	2067-2068	2068-2069	2069-2070	2070-2071	2071-2072	2072-2073	2073-2074	2074-2075	2075-2076	2076-2077	2077-2078	2078-2079	2079-2080	2080-2081	2081-2082	2082-2083	2083-2084	2084-2085	2085-2086	2086-2087	2087-2088	2088-2089	2089-2090	2090-2091	2091-2092	2092-2093	2093-2094	2094-2095	2095-2096	2096-2097	2097-2098	2098-2099	2099-2100	2100-2101	2101-2102	2102-2103	2103-2104	2104-2105	2105-2106	2106-2107	2107-2108	2108-2109	2109-2110	2110-2111	2111-2112	2112-2113	2113-2114	2114-2115	2115-2116	2116-2117	2117-2118	2118-2119	2119-2120	2120-2121	2121-2122	2122-2123	2123-2124	2124-2125	2125-2126	2126-2127	2127-2128	2128-2129	2129-2130	2130-2131	2131-2132	2132-2133	2133-2134	2134-2135	2135-2136	2136-2137	2137-2138	2138-2139	2139-2140	2140-2141	2141-2142	2142-2143	2143-2144	2144-2145	2145-2146	2146-2147	2147-2148	2148-2149	2149-2150	2150-2151	2151-2152	2152-2153	2153-2154	2154-2155	2155-2156	2156-2157	2157-2158	2158-2159	2159-2160	2160-2161	2161-2162	2162-2163	2163-2164	2164-2165	2165-2166	2166-2167	2167-2168	2168-2169	2169-2170	2170-2171	2171-2172	2172-2173	2173-2174	2174-2175	2175-2176	2176-2177	2177-2178	2178-2179	2179-2180	2180-2181	2181-2182	2182-2183	2183-2184	2184-2185	2185-2186	2186-2187	2187-2188	2188-2189	2189-2190	2190-2191	2191-2192	2192-2193	2193-2194	2194-2195	2195-2196	2196-2197	2197-2198	2198-2199	2199-2200	2200-2201	2201-2202	2202-2203	2203-2204	2204-2205	2205-2206	2206-2207	2207-2208	2208-2209	2209-2210	2210-2211	2211-2212	2212-2213	2213-2214	2214-2215	2215-2216	2216-2217	2217-2218	2218-2219	2219-2220	2220-2221	2221-2222	2222-2223	2223-2224	2224-2225	2225-2226	2226-2227	2227-2228	2228-2229	2229-2230	2230-2231	2231-2232	2232-2233	2233-2234	2234-2235	2235-2236	2236-2237	2237-2238	2238-2239	2239-2240	2240-2241	2241-2242	2242-2243	2243-2244	2244-2245	2245-2246	2246-2247	2247-2248	2248-2249	2249-2250	2250-2251	2251-2252	2252-2253	2253-2254	2254-2255	2255-2256	2256-2257	2257-2258	2258-2259	2259-2260	2260-2261	2261-2262	2262-2263	2263-2264	2264-2265	2265-2266	2266-2267	2267-2268	2268-2269	2269-2270	2270-2271	2271-2272	2272-2273	2273-2274	2274-2275	2275-2276	2276-2277	2277-2278	2278-2279	2279-2280	2280-2281	2281-2282	2282-2283	2283-2284	2284-2285	2285-2286	2286-2287	2287-2288	2288-2289	2289-2290	2290-2291	2291-2292	2292-2293	2293-2294	2294-2295	2295-2296	2296-2297	2297-2298	2298-2299	2299-2300	2300-2301	2301-2302	2302-2303	2303-2304	2304-2305	2305-2306	2306-2307	2307-2308	2308-2309	2309-2310	2310-2311	2311-2312	2312-2313	2313-2314	2314-2315	2315-2316	2316-2317	2317-2318	2318-2319	2319-2320	2320-2321	2321-2322	2322-2323	2323-2324	2324-2325	2325-2326	2326-2327	2327-2328	2328-2329	2329-2330	2330-2331	2331-2332	2332-2333	2333-2334	2334-2335	2335-2336	2336-2337	2337-2338	2338-2339	2339-2340	2340-2341	2341-2342	2342-2343	2343-2344	2344-2345	2345-2346	2346-2347	2347-2348	2348-2349	2349-2350	2350-2351	2351-2352	2352-2353	2353-2354	2354-2355	2355-2356	2356-2357	2357-2358	2358-2359	2359-2360	2360-2361	2361-2362	2362-2363	2363-2364	2364-2365	2365-2366	2366-2367	2367-2368	2368-2369	2369-2370	2370-2371	2371-2372	2372-2373	2373-2374	2374-2375	2375-2376	2376-2377	2377-2378	2378-2379	2379-2380	2380-2381	2381-2382	2382-2383	2383-2384	2384-2385	2385-2386	2386-2387	2387-2388	2388-2389	2389-2390	2390-2391	2391-2392	2392-2393	2393-2394	2394-2395	2395-2396	2396-2397	2397-2398	2398-2399	2399-2400	2400-2401	2401-2402	2402-2403	2403-2404	2404-2405	2405-2406	2406-2407	2407-2408	2408-2409	2409-2410	2410-2411	2411-2412	2412-2413	2413-2414	2414-2415	2415-2416	2416-2417	2417-2418	2418-2419	2419-2420	2420-2421	2421-2422	2422-2423	2423-2424	2424-2425	2425-2426	2426-2427	2427-2428	2428-2429	2429-2430	2430-2431	2431-2432	2432-2433	2433-2434	2434-2435	2435-2436	2436-2437	2437-2438	2438-2439	2439-2440	2440-2441	2441-2442	2442-2443	2443-2444	2444-2445	2445-2446	2446-2447	2447-2448	2448-2449	2449-2450	2450-2451	2451-2452	2452-2453	2453-2454	2454-2455	2455-2456	2456-2457	2457-2458	2458-2459	2459-2460	2460-2461	2461-2462	2462-2463	2463-2464	2464-2465	2465-2466	2466-2467	2467-2468	2468-2469	2469-2470	2470-2471	2471-2472	2472-2473	2473-2474	2474-2475	2475-2476	2476-2477	2477-2478	2478-2479	2479-2480	2480-2481	2481-2482	2482-2483	2483-2484	2484-2485	2485-2486	2486-2487	2487-2488	2488-2489	2489-2490	2490-2491	2491-2492	2492-2493	2493-2494	2494-2495	2495-2496	2496-2497	2497-2498	2498-2499	2499-2500
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MONDAY SEPTEMBER 15 (Cont'd)

Westinghouse Theater CBS 10pm The Shadowy Third - (O) by Ellen Glasgow, (A) by Worthington Miner with revisions by James Cavanaugh; with Carmen Mathews, Robert Pastene, Geraldine Page, Alonzo Bozan, Katherine Raht, Lee Graham, Hans von Twardowski, Eleanor Wilson, Ruth Yorke, James Cavanaugh; (SD) by Byron Paul

TUESDAY SEPTEMBER 16

Texaco Star Theater (Milton Berle) NBC 6pm Martha Raye (C), Dennis King, Bobby Sherwood (M), Ruth Gilbert, Roland Winter, Jack Collins, Marco Marcello (RETURN FROM SUMMER HIATUS)

Crime Syndicated CBS 9pm Losers Weepers - (O) by Elliot West; with Jackie Miles, Henrietta Moore, Gordon Clarke, Victor Rendina, James Slavin, Joseph Silver, Stephen Gethers, Stephen Garand, Joe Bernard; (SD)

Where Was I? (Ken Roberts) DuM 9pm regulars & Mrs Vincent Impellitteri; Roberts replaces Dan Seymour as MC

Armstrong Circle Thtr NBC 9:30 The Thirteenth - (O) by Hamilton Benz; with Evelyn Varden, Frederic Tozere, Doris Dalton, Chris White, Robert Patten, Reginald Mason; (SD) by G Simpson

Quick On The Draw (Robin Chandler & Bob Dunn) DuM 9:30 Ham Fisher

Suspense CBS 9:30 The Return Of Dr Burdette - (O) by A M Burrage, (A) by Victor Wolfson; with William Prince, John Baragrey, Lois Wheeler, Robert F Simon, Herbert Ratner; (SD) by Robert Stevens

Danger CBS 10pm Death Signs An Autograph - (O) by Elliot Asinof; with Richard Kiley, Robin Morgan, Rita Lynn, Robert Harris; (SD)

This Is The Life (FILM) DuM 10pm The Hot Rod - (O) by Virginia Cook; with regulars Forrest Taylor, Onslow Stevens, Nan Boardman, Randy Stuart, Michael Hall, David Kasday; & Grandon Rhodes, Ruth Lee, James Dobson, Patty Bell, Charles Kane; (D) Wm S Claxton

WEDNESDAY SEPTEMBER 17

Ellery Queen (Lee Bowman) ABC 9pm Ready For Hanging - (O) by Irving Pincus, (A) by Helene Hanff; with Robert Emhardt, Patricia Ferris, Edward Cullen, Arthur Jarrett, Steve Gravers; (SD)

Kraft TV Theater NEC 9pm The Grass Harp - (O) by Truman Capote, (A) by Howard Lindsay; with Mildred Natwick, Isabel Price, Russell Collins, Musa Williams, Buzzy Martin, Robert Lieb, Lawrence Fletcher, Bob Bolger; (SD) by Maury Holland

What One Person Can Do (Father Keller) WOR 9:15 Joe E Brown (FILM)

The Hunter (Barry Nelson) CBS 9:30 Black And White Sheep - (O) by Franz Spencer & Robert Wetzel; with Jeanne Shepherd, Joseph Draper, Marjorie Eaton, Martin Kingsley, Eugene Paul, Paul Andor, Hans von Twardowski; (SD) (FILM)

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ACROSS THE BOARD SHOWS FRIDAY SEPTEMBER 12 THROUGH FRIDAY SEPTEMBER 19 (Cont'd)

Ruth Lyons' 50 Club NBC 12N M thru F - add Al Moran (M-S) as regular (NET EXCEPT WNBT)

Bill Silbert WABD 1:30 M - Riviera Trio; Tu - Randy Hall; W - Miriam Spear (vocal coach)

Garry Moore CBS 1:30 M - Patrice Helene & Jan Howard (D); Tu - Mickey Ross & Bernie West (C); W - Shepherd Mead; Th - Ray Malone (D), Ivan Sanderson (scientist-explorer); F - Phil Foster (C), Randy Hall (novelty)

New York Close-Up (Jinx McCrary) WNBT 2pm M - Mrs Jackie Robinson, Mrs Tom Gorman (baseball wives), Constance Bannister (photog); Tu - Ann Todd & David Lean (prod); Th - Schiaparelli, Patty Murphy (rodeo)

Nancy Craig ABC 2:30 M - Harriet Sherry (decorator); Tu - Hassoldt Davis (author), William L Shirer (author); F - Edith Brazwell (editor), Joseph Schneider (photographer)

House Party (Art Linkletter) CBS 2:45 F - Audrey Totter, Karen Chandler (S); M - Muzzy's Musical Album; Tu - Dr Paul Popenoe, Caroline Leonetti (fashions); W - Donald Novis (S); (H'WOOD)

Kate Smith Hour NBC 4pm M - Hootor & Byrd (D), Howard & Shelton (C), Evelyn Tyner (M); Tu - Andre Eglevsky & ballet group, Rep Robert Kean, Bud Harris & Manton Moreland (C); W - Gloria Gilbert (D), the McGuire Sisters (S); Th - the Kateds Trio (D), the Charioteers (S); F - the McGuire Sisters (S)

Hawkins Falls NBC 5pm M thru F - regulars & Gary Walberg, Russ Reed, Jean Mowry, Herb Newcomb

Double C Canteen (Bob Dixon) WABD 6:30 M - Jerry Shard (M); W - Dick Button, Jacqueline DeBief (skaters); F - Wally House (S)

Rain Or Shine CBS 7:25 M thru F - Carol Reed substitutes for Jim McKay

Broadway TV Theater WOR 7:30 M-W-Th-F - Blind Alley - (O) by James Warwick; with Roy Hargrave, Beverly Roberts, Ernest Graves, Jean Carson, Robert Casey, Sue Ellen Blake, Ralph Robertson, Frank Campanella, Sara Floyd, Clark Williams; Staged by Charles Christenberry

Music Hall (Patti Page) CBS 7:45 Tu - Florian Zabach (M)

Ted Steele WPIX 8:30 M-T-W - Jean Williams; Vicki Sunday, Lita Terris (S), Danny Carroll (D-S); also Th-F at 2:30-5pm

SATURDAY SEPTEMBER 20

Big Top (Jack Sterling) CBS 12N the Juggling Glens, Helen Mac's Ponies & Dogs, the Victoria Troupe (bicycle), Meribeth Olds (contortionist), Franklin & Astrid (acro), Micky King (web)

All Star Revue (Jimmy Durante) NBC 8pm Margaret Truman (S), Phil Harris (M); (SD) by Joseph Santley; (SW) by Charles Isaacs, Jack Elinson

Battle Of The Ages (Morey Amsterdam) CBS 10:30 Eileen Barton (S), Francine & Rita Rose (jugglers), the Two Calgary Bros (pantomime), Peg Leg Bates (D)

STATE OF TEXAS, COUNTY OF DALLAS

Case No.	Plaintiff	Defendant
100-10001	John Doe	Jane Smith
100-10002	ABC Company	XYZ Corporation
100-10003	Robert Johnson	Mary White
100-10004	State of Texas	County of Dallas
100-10005	Michael Brown	Sarah Green
100-10006	DEF Industries	GHI Enterprises
100-10007	William Black	Elizabeth Gray
100-10008	State of Texas	County of Dallas
100-10009	David Lee	Jessica King
100-10010	State of Texas	County of Dallas
100-10011	Richard Hill	Christina Scott
100-10012	State of Texas	County of Dallas
100-10013	Thomas Young	Amanda Hall
100-10014	State of Texas	County of Dallas
100-10015	Christopher Evans	Stephanie Adams
100-10016	State of Texas	County of Dallas
100-10017	Matthew Baker	Olivia Nelson
100-10018	State of Texas	County of Dallas
100-10019	Andrew King	Sophia Carter
100-10020	State of Texas	County of Dallas

<u>TV Recital Hall</u>	NBC 5pm	First Piano Quartet (Adam Garnes, Glanco D'Ahili, Frank Mittler, Edward Edson)
<u>Roy Rogers</u> (& Dale Evans)	WNBT 6pm	<u>The Minister's Son</u> - with regulars & Raymond Hatton, Keith Richards, Stephen Chase, Terry Frost, Riley Hill, Gregg Barton, Douglas Evans, Harry Harvey, Chuck Chuck Roberson; (SD) (FILM) (SEEN NBC NET at 6:30pm)
<u>Colgate Comedy Hour</u> (Dean Martin & Jerry Lewis)	NBC 8pm	Rosemary Clooney (S) (FROM HOLLYWOOD)
<u>Toast Of The Town</u> (Ed Sullivan)	CBS 8pm	Helen Hayes in scene from <u>Mrs McThing</u> - (O) by Mary Chase; Edith Piaf (S), Pat O'Brien, Joe E Lewis (C); <u>Look Magazine</u> awards to All-American baseball team for 1952: Mickey Mantle, Allie Reynolds, Phil Rizzuto, Hank Bauer, Bobby Snantz, Ferris Fain
<u>Information Please</u> (John K M McCaffery)	CBS 9pm	Gregory Ratoff, James A Michener (author) & regulars) (LAST SHOW IN SERIES)
<u>Philco TV Playhouse</u>	NBC 9pm	<u>The Thin Air</u> - (O) by Sumner Locke-Elliott; with Joan Lorring, Scott Forbes, Jo Van Fleet, Sarah Burton, Leora Thatcher, Peter Hobbs, Francis Compton, Anita Bolster, Graham Velsey; (SD) by Vincent Donehue
<u>The Doctor</u> (Warner Anderson)	NBC 10pm	<u>Blackmail</u> - (O) by Zoldemar Vetluguin; with Philip Bourneuf, Wesley Addy, Jan Sherwood, Harry Clark, Joan Wetmore, Theodore Newton, Howard Freeman, Raymond Bramley, Minnie Strongin, Stevie Harris, Doris Roberts, Herbert Duffy, Frank McNellis; (D) by Robert Aldrich (FILM)

T A L E N T A V A I L A B I L I T I E S

NEW YORK

ORSON BEAN - currently at Village Vanguard
AGT: Moe Gale, PL 7-7100

EDDIE BRACKEN - AGT: William Morris, JU 6-5100

JOSEPH BULOFF - AGT: Al Grossman, CI 5-8422

RICHARD CARLSON - arrived NY - AGT: John Gibbs, PL 7-5959

JEROME COWAN - AGT: Frank Cooper, VA 6-5661

DANCERS OF BALI - opening Fulton Theater
Sept 16 - AGT: Columbia Artists, CI 7-6900

MARILYN MAXWELL - AGT: MCA, PL 9-7500

PAT O'BRIEN - AGT: Wm Morris

RUDY VALLEE - AGT: MCA

LOS ANGELES

(Phone Numbers are Los Angeles)

BUDDY BAER - returned from NY, AGT: Herdan-Sherrell, CR 1-5236

JOHN BEAL - currently in Jollyanna at Philharmonic - AGT: Earl Kramer, CR 6-2338

HANS CONRIED - AGT: Sid Gold, CR 1-7149

LEIF ERICKSON - AGT: Darrow, CR 4-5221

ELIZABETH FRASER - AGT: Louis Shurr, CR 1-1116

GRACE HARTMAN - AGT: Frank Cooper, HO 9-3737

DOROTHY LAMOUR - AGT: MCA, CR 6-2001

DIANA LYNN - currently in Moon Is Blue
AGT: Wynn Rocamora, CR 4-5431

NETWORK AND LOCAL TV PROGRAMMING ANALYSES

Analyses of network and local programming are based on material from stations throughout the country as well as from main network offices.

ANALYSIS OF WEEKLY NETWORK TV PROGRAMMING

(During one week of each month this chart is augmented to show the total hours devoted to various types of programs (interview, situation comedy, etc.) in three main time groups. This month's chart is on Page B, based on scheduled transmission for the week of Sept 7-13. For the simplified version of this chart (same as below), see last week's report (Sept 7-13).

Scheduled program transmission for the week of: Sept 14-20					
		Total hours network service			
		ABC	CBS	DuM	NBC
Time on-)	Live	3/4	10	1	15
12 noon)	Film	1/4	1 1/2	--	5
12 noon-)	Live	2	23 3/4	3 1/2	19 1/4
6:00 am)	Film	1/2	1/2	--	2 1/4
6:00 pm-)	Live	9	20 1/4	19	26
time off)	Film	9 1/4	5 1/2	2 1/2	5 1/4
TOTALS	Live	11 3/4	54	23 1/2	60 1/4
	Film	10	7 1/2	2 1/2	12 1/2

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Network programs include syndicated kinescopes and filmed shows seen in local time slots on same or different dates through the network. Film shows in this category are programs produced or adapted especially for TV, plus documentaries and other special films.)

Total Network and Local Hours of Scheduled Transmission
Over Key Outlets of Networks, Week of: Sept 14-20

CITY	ABC	CBS	DuM	NBC
New York City	WJZ(87 1/2)	WCBS(103 3/4)	WABD(59 3/4)	WNBT(118 3/4)
Johnstown, PA	Served by all nets: WJAC (98 3/4)			
Charlotte, NC	Served by all nets: WBTB (89)			

Movie Features And Shorts Of An Entertainment Nature, Not Originally Made For TV, Excluding News And Sportsreels: Total Hours, Week Of: Sept 14-20

CITY	ABC	CBS	DuM	NBC	INDEPENDENT
New York Local	WJZ(45)	WCBS(26 1/2)	WABD(7 1/4)	WNBT(13 1/4)	WPIX(31 1/2)
Johnstown, PA	WJAC(9 1/2)				
Charlotte, NC	WBTB(3 1/4)				

EDITOR'S NOTE: While every effort has been made to insure the accuracy of these compilations, they are only presented as approximations and should only be used as such.

INDEX OF NETWORK TV PROGRAMMING --- TOTAL HOURS, BY TYPES

Week Of Sept 7-13 MORNING(on-12N)	ABC		CBS		DuM		NBC	
	LIVE	FILM	LIVE	FILM	LIVE	FILM	LIVE	FILM
Aud Partic			2½					
Children's			½					
Comedy-Variety			2½					
Dramatic-Adventure	½							
Educational		¼					2½	
Feature Film				1				
News			1¼				7 ¾	
Panel					½			
Pub Affairs							1	5
Talent	¼				½			
Variety			3¼	½			2½	
TOTAL	¾	¼	10	1½	1	--	13 ¾	5
AFTERNOON(n-6pm)								
Animated Cartoons		½						
Aud Participation	¼		5				5	
Children's			½	¼		½	3½	
Dramatic Adventure							1¼	1¼
Drama Serials			3 ¾					
Educational			½				¾	½
Feature Films							1¼	
Interview			3 ¾					
Musical					¼		½	
News	¼				¾			
Public Affairs			½					
Religious	½		½				½	
Sports								
Variety	1	¾	6½		2¼		7½	
Women's Interest					¾			
TOTAL	2	¾	21	¼	4	½	20¼	1 ¾
EVENING(6pm-off)								
Aud Participation			1½				2½	½
Comedy-Variety			½				1½	
½ Hr Dramatic	1	½	2½	2½			1½	2
1 Hr Dramatic			1		1		3	
Dramatic Adventure	½	½		½	2	2	½	1
Dramatic Serial	¾				1½			2
Educational & Exp		1			1½		1¼	
Feature Films		3		3½				
Interview			¾				¼	
Musical			1¼				1½	
News	¼		1 ¾	½			1½	¼
Panel Quiz	½		3 ¾		1½		2	
Public Affairs	1	3	1½		5		1	
Religious		¼					½	
Situation Comedy	½	1	½	1			1	
Sports	2		1		1¼		¾	¼
Talent	½						¾	
Variety	2		2½		6		4¼	
TOTAL	9	9¼	18½	8	19 ¾	2	23 ¾	6
GRAND TOTAL	11 ¾	13¼	49½	9 ¾	20 ¾	3	57 ¾	12 ¾

SEPTEMBER 21-27, 1952

VOL 4 NO 4

SUPPLEMENT D

Ross Reports

ON TELEVISION

EDITOR: Jerry Leichter
ASSOC EDS: David B Graham
Alvin Sullum

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(21)

CBS - 10-10:30pm; LAST SHOW; Celebrity Time; from WCBS-TV to 32 sta & 5 kine; Sponsor - B F Goodrich(Tires & Tubes) thru BBD&O; Prod - Richard Lewine; Dir - Rai Furdy; Writer - George Axelrod; program debuted in November, 1948 as World Video package, was taken over by CBS in April, 1952, when format was changed from panel show to variety; Betty Ann Grove, singer, and Jonathan Lucas, choreographer and dancer, were regulars; The Web takes over this time slot on its return from summer hiatus next week, September 28.

NBC - 8-9pm; RETURN; Colgate Comedy Hour; from KNBH(Hwood) to 49 sta & 11 kine; Sponsor - Colgate-Palmolive-Peet(all products) thru Sherman & Marquette, Ted Bates and William Esty; Exec Prod - Sam Fuller; Prod-Dir - Ernie Glucksman(Martin & Lewis and Donald O'Connor), Sid Kuller(Eddie Cantor), Ed Sobol(Abbott & Costello) and Al Capstaff(Bob Hope); Music Dir - Al Goodman, Dick Stabile, Les Brown; first show stars Martin & Lewis with production credits as follows: TV Dir - Bud Yorkin; Asst Prod - Bob Henry; Writers - Ed Simmons and Norman Leer.

Mon(22)

CBS - 9:30-10pm; DEBUT; Life With Luigi; from KNXT(Hwood) to 25 sta & 10 kine; Sponsor - General Foods(Instant Maxwell House) thru Benton & Bowles; Created by Cy Howard; Prod - Mac Benoff; Dir - Norman Tokar; Writers - Mac Benoff & Lou Derman; Music Dir - Lud Gluskin; J Carrol Naish stars as Luigi Basco, with Alan Reed, Mary Shipp, Jody Gilbert, Ken Peters, Sig Ruman and Joe Forte. Who's There, panel-quiz show, was summer filler for sponsor.

CBS - 10-11pm; RETURN; Studio One; from WCBS-TV(NY) to 37 sta & 17 kine; Sponsor - Westinghouse Electric thru McCann-Erickson; Producer - Donald Davis; Assoc Prod - Dorothy Mathews; Dir - Paul Nickell, Franklin Schaffner(alternate weeks); Script Consultant - Valdemar Vetlugin; Westinghouse Summer Theater was on during summer hiatus.

Tue(23)

NBC - 10-10:45pm; LAST SHOW; Original Amateur Hour; from WNBT(NY) to 41 sta plus 17 kine; Sponsor - P Lorillard (Old Gold) thru Lennen & Mitchell; Pkgr - Reemack Prodns; Prod - Lou Goldberg, Reemack; Dir - Lloyd Marks; Ted Mack was MC of amateur show which debuted in January, 1948.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

THIS WEEK(Cont'd)

Thu(25)

CBS - 8:30-9pm alt weeks; DEBUT; Four Star Playhouse; from WCBS-TV(ON FILM) to 15 sta & 11 delayed spots; Sponsor - Singer Sewing Machine thru Young & Rubicam; Exec Prod - Felix Jackson Y&R; Film Prod - Lon Sharpe; Dir - Robert Florey; Charles Boyer stars on first program of new dramatic series filmed especially for TV; the other three stars are Ronald Colman, Joel McCrea and Dick Powell; filming currently at RKO-Pathe Studios in Hollywood, each of the stories will be original; Prod Mgr - Ruby Rosenberg; Set Designer - Ralph Berger. Alternate week program is Amos 'n' Andy, with Steve Allen Show in this time slot during summer.

LAST WEEK'S NETWORK CHANGES

CBS - Al Pearce Show; LAST SHOW Sept 18; alt Thu 8-8:30pm; from WCBS-TV(NY) to the net; Sustaining; Prod - Stefan Hatos; Dir - Judd Whiting; Unit Mgr - Harriet Friedlander; program debuted July 10, alternated with Burns & Allen, which becomes weekly program in October.

NBC - NCAA Football Game Follow-Up with Herman Hickman; DEBUT Sept 20; Sat, 15 min following game; Sponsor - General Motors(Pontiac Div) thru MacManus, John & Adams; Herman Hickman will summarize football scores; this is not to be confused with The Herman Hickman Show which debuts on NBC-TV Fri, Oct 3 7-7:15pm, sponsored by General Cigar Co(Robt Burns Cigars & Cigarillos) thru Donahue & Coe.

NEWLY ANNOUNCED NETWORK FUTURES

Oct 1 - NBC & MBS - 1952 World Series; Wed 12:45pm-end of game(7 days or less); Sponsor for entire NBC network & four MBS television outlets(WOR-TV, NY; WGN-TV, Chi; WNAC-TV, Boston & KHJ-TV, Los Angeles) - Gillette Safety Razor thru Maxon.

Oct 5 - NBC - Doc Corkle; Sun 7:30-8pm; from WNBT(ON FILM) to the net; Sponsor - Reynolds Metals thru Buchanan & Co; Pkgr - Russel M Seeds Co; Prod-Dir - Lou Place; Prod Superv - Fenton Coe; Writers - Alan Lipscomb, Devery Freeman, Bob Fisher; Produced on film by Key Prods at Eagle Lion Studios, Hollywood; Eddie Mayehoff stars in new situation comedy series about a neighborhood dentist beset by financial troubles and a highly individualistic wacky family; permanent cast includes Billie Burke, Arnold Stang, Hope Emerson, Connie Marshall, Chester Conklin and Arthur Q Bryan.

Oct 7 - NBC - Untitled Musical Comedy Series; 1 out of 4 Tuesdays, 8-9pm; from WNBT (NY) ;to the net; Sponsor - General Motors(Buick) thru Kudner; Prod-Dir - John C Wilson; Writer - Anita Loos; Music Dir - Victor Young; Joe E Brown, Dolores Gray and John Raitt will star in new series which will alternate with the Milton Berle show.

NETWORK SPONSOR ACTIVITY

ANDREW JERGENS CO thru Robert W Orr will sponsor It's News to Me (CBS-TV Sat 6:30-7pm) on alternate weeks beginning Oct 11. The program's other sponsor will be the SIMMONS CO(bedding) thru Young & Rubicam, whose buy is effective Oct 4, at which time the program moves to the Saturday time slot from its current Friday time.

U S ARMY & AIR FORCE has appointed the Dancer-Fitzgerald-Sample agency to handle their \$1,000,000 recruiting advertising budget, which will include radio & TV.

LOCAL STATION ACTIVITY

- WCBS-TV(Ch 2) - It's Worth Knowing; NEW TIME Sept 20; Sat 4:30-5:15pm; Presented as public service by WCBS-TV in cooperation with Natl Education Assn; Prod - Robert Herridge & Franklin Mathewson; Dir - Jon Fogel; James Macandrew is moderator of educational program, formerly seen at 5pm.
New York
- WABD (Ch 5) - The New York Giants Quarterback Huddle; DEBUT Sept 24; Wed 7:30-8pm; Sponsor - Miller Brewing thru Mathisson & Assoc, Milwaukee; Giant Coach Steve Owen will explain Giant strategy and MC Marty Glickman will introduce and interview football notables.
NY
- People's Political Poll; DEBUT Sept 25; Thu 8:15-8:30pm; (ON FILM) Bob Post conducts man-in-the-street interviews with men and women of all voting ages, concerning their presidential preferences.
- Vivien Kellems Program; DEBUT Sept 15; Mon 8-8:30pm; Sponsor - Liberty Belles; Miss Kellems, Connecticut industrialist and a Senatorial candidate on the Independent Republican ticket has withdrawn from The Power of Women(DuM 8-8:30pm) to appear on new program. She is president of Liberty Belles, the sponsoring organization.
- WJZ-TV(Ch 7) - Joe Franklin's Memory Lane; DEBUT Sept 21; Sun 10:15-10:30pm; Sponsor - Participations; well-known record collector Joe Franklin will present rare recordings in addition to unusual film clips from famous motion pictures, and will also make a weekly award to an outstanding songwriter and present as his guests famous vaudevillians of yesteryear; present-day headliners will appear on the show as interview guests.
NY
- Papa Cellini; DEBUT Sept 28; Sun 4:30-5pm; Sponsor - Ronzoni Macaroni thru Emil Mogul; Pkgr-Prod - Carlo De Angelo; Dir - Paul Burggraf; Writer - Robert Cenedella; Carlo De Angelo will star in family comedy series, with Ada Ruggeri, Aristide Sigismondi, Carol Sinclair and Ivan Cury.
- WNBT (Ch 4) - Sports Final with Buster Crabbe; DEBUT Sept 21; Sun 11:15-11:20pm; Sponsor - Philip Morris(Dunhill Cigarettes) thru Biow; Prod - Frank Fitzgerald; Dir - Howard Davis; Buster Crabbe gives late sports news.
NY
- All American Game of the Week; DEBUT Sept 24; Wed 7-7:30pm (ON FILM); Jack Drees will be the commentator on new show which presents film highlights of the outstanding football game of the preceding week.
- WPIX (Ch 11) - Movie Quick Quiz; DEBUT Sept 22; Mon thru Fri 7:15-7:30pm; Pkgr - Walter Schwimmer Prods(Chi); TV Dir - Bob Busch WPIX; Jack McCarthy MC's program which combines "live" and film portions; three one-minute films will be used, containing clues to the correct answer to a question which is asked of televiewer at home by phone.
NY
- Battle Page; DEBUT Sept 23; Tue 9-9:30pm (6 weeks only); Prod - Col Franklin S Forsberg & Joan Sinclaire for the New York News (sponsor, thru Cunningham & Walsh); Assoc Prod - Ann Phillips; Dir - Lou Florence WPIX; political forum show will have Cecil Brown as moderator, with permanent panel members including Lawrence E Laybourne, chief of Time, Inc and Kenneth Crawford, a senior editor of Newsweek; format of show includes opening statements by each of two guests, followed by 20-minute question & answer period; guests then give a one-minute summation of their stand on principal issues.

The first part of the report deals with the general situation in the country and the progress of the work of the various departments.

SECRET

The second part of the report deals with the work of the various departments and the progress of the work of the various departments.

SECRET

The third part of the report deals with the work of the various departments and the progress of the work of the various departments.

The fourth part of the report deals with the work of the various departments and the progress of the work of the various departments.

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SECRET

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The ninth part of the report deals with the work of the various departments and the progress of the work of the various departments.

SECRET

The tenth part of the report deals with the work of the various departments and the progress of the work of the various departments.

LOCAL STATION ACTIVITY(Cont'd)

- WGN-TV (Ch 9) - Uncle Mistletoe; RETURN Sept 23; Tue & Thu 5:15-5:30pm CDT; Sponsor - Chicago Marshall Field thru Calkins & Holden, Carlock, McClinton & Smith; Film Prod - Kling Studios; Writer - Arthur Lewis; Prod-Dir - Dwight Reynolds, C&HCM&S; children's puppet show returns on film.
- KECA-TV(Ch 7) - Jack Rourke's Varieties; DEBUT Sept 17; Mon thru Fri 10:30-11pm; Los Angeles Sponsor - Thrifty Drug Co thru Dan B Miner Co, Los Angeles; Prod - Jack Rourke; Dir - Bob Robb; Tech Dir - Bob King; Art Dir - Seymour Klute; Jack Rourke MC's show that each night will present a different phase of entertainment: Stars of the Future, will be a talent show; "Nothing Show" will be a satire on famous people; "Movie Quiz" will be a panel show; "Stunt Night" will be audience participation in games; "Beauty Parade" will be a beauty contest.
- WNHC-TV(Ch 6) - What's Your Trouble?; DEBUT Sept 21; Sun 12:15-12:30pm;(FILM);Sponsor- New Haven New Haven Council of Churches; Produced in Hollywood at station KTTV, with Dr and Mrs Norman Vincent Peale in ad lib discussion of spiritual and psychological problems; Dr Peale is pastor of the Marble Collegiate Church in New York.

FILM REPORT

MARION PARSONNET RESUMES FILMING THE DOCTOR IN NY, after having produced seven of the films in Hollywood during the summer. Peter Godfrey has arrived in NY to direct two of the half-hour dramatic programs. Sponsored by Procter & Gamble(Camay) thru Benton & Bowles, the films are seen in 52 markets.

VERNON LEWIS PRODUCTIONS FILMING NIGHT EDITOR in New York City for the William Weintraub Agency. Kaiser-Frazer is sponsoring the programs in 5 markets. Hal Burdick, in the role of editor of a metropolitan newspaper, relates stories behind the headlines, effecting the voices of the characters he is portraying. Burdick writes the scripts with Mickey Baron directing.

PSI-TV OPENS CHICAGO OFFICE to be headed by Albert C Morey, former independent TV program packager. In his new capacity, he will be divisional sales manager for the Midwest, and will handle sales for the Affairs of China Smith dramatic series, starring Dan Duryea, with Douglass Dumbrille and Myrna Dell. The Smith series was recently purchased in Los Angeles by Thrifty Drug Stores thru Dan B Miner for showings on KECA-TV.

BIG TOWN WILL BE HEART OF THE CITY IN SECOND RUN, at least for the 26 weeks that the films will be shown on Los Angeles station KTTV. The first-run films are seen on the CBS-TV network station in LA, KNXT, with a time lag of six months between the runs. Lever Bros(Rinso, Spry) thru Ruthrauff & Ryan, sponsor Big Town in 31 first-run markets. KTTV has also bought the new Abbott & Costello series from MCA, the first independent station to contract for the comedy programs.

MICKEY ROONEY PILOT FILM SHOOTING IN HOLLYWOOD, under the direction of Arthur Lubin, who is also producing. The film is being produced for NBC-TV at the General Service Studios, Hollywood, with Thurston Hall, Hayden Rorke, Mary Ellen Kaye and D J Thompson in the cast.

TOM LEWIS TO MC FILM SERIES to be made in Hollywood under the title May We Present...? The films will be produced, written and directed by Ted Bliss, until recently a producer at Young & Rubicam. The format has Lewis interviewing guests of the Beverly Hills Hotel, of which he and his wife, Loretta Young, are stockholders.

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FILM REPORT(Cont'd)

SOLDIERS OF FORTUNE SERIES is to be produced in Hollywood by Victor Halperin and James S Burkett, and deals with true-life exploits of individual members of the Adventurers Clubs in Los Angeles, New York, Chicago and Copenhagen and the Savage Club of London. Stories have been prepared for the first 26 half-hour films, with Halperin directing. "Tex" Stone, big-game hunter, will be associated with the firm.

STERLING TO DISTRIBUTE BEACON FEATURE series, Going Places With Gadabout Gaddis. The package of 26 quarter-hour programs stars 'Gadabout' Gaddis, well-known fishing expert, who acts as host and guide in outdoor adventure series. The series has been sold for sponsorship in Boston, Schenectady, Providence and Syracuse.

FIRST-RUN FEATURES ACQUIRED BY WCBS-TV, NY, were produced by Robert Lippert. The latest package of 20 Hollywood features acquired by the station, were produced between 1948 and 1950, and star such personalities as Vincent Price, Ellen Drew, John Ireland and Robert Alda. The entire backlog of 107 features produced by Lippert since 1946 is reported to be on the market for \$3,000,000.

FOREIGN INTRIGUE SOLD IN 5 NEW MARKETS for sponsorship by the Parker Pen Company thru J Walter Thompson. The Thompson Agency represents the original sponsor of the series, Ballantine Beer, in 11 markets, and is also sales representative for the film package which, with the latest sale, will be seen in 41 markets.

GENE AUTRY & FILES OF JEFFREY JONES NOW IN MID-WEST MARKETS, with the sale of the Autry series to WCCO-TV, Minneapolis, for alternate week sponsorship by Red Dot Potato Chips and Peters Meats thru Schwimmer & Scott, Chicago, and the sale of the Jones private eye series to the Floyd Rice Ford Dealers, Detroit, for sponsorship on WJBK-TV, Detroit, for 39 weeks. The Jones series, with WBTV, Charlotte, NC, another recent addition, has been sold in a total of 15 markets.

RAMAR OF THE JUNGLE SOLD IN THREE MARKETS, including Los Angeles, Philadelphia and New York. Produced by Leon Fromkess of Arrow Productions, the series stars Jon Hall, with sales in Los Angeles(KTTV) and Philadelphia(KFIL) at \$45,000 for the 26-film series, and a reported selling price of \$65,000 in the New York market.

NEWS DIGEST

NIELSEN & TRENDIX RATINGS RELEASED - The ten top-rated sponsored network TV programs, according to latest reports by the A C Nielsen Co and Trendix, Inc, are as follows:

NIELSEN(2 weeks ending August 23)

	<u>% Homes</u>		<u>#Homes(000)</u>
Gangbusters	37.9	My Little Margie	6,427
Dragnet	35.9	Dragnet	6,030
My Little Margie	35.4	Godfrey Friends(Chesterfield)	5,600
Amos 'n' Andy	35.0	Gangbusters	5,580
Talent Scouts	32.8	Pabst Blue Ribbon Bouts	5,416
Godfrey & Friends(Chesterfield)	32.3	Television Playhouse(Goodyear)	5,204
Pabst Blue Ribbon Bouts	31.3	Amos 'n' Andy	5,160
Big Town	31.0	Godfrey Friends(Toni-Gillette)	4,906
Racket Squad	30.9	Racket Squad	4,840
Television Playhouse	29.8	Godfrey & Friends(Pillsbury)	4,786

RATINGS - (Cont'd)

TRENDEX (Week of September 1-7)

Talent Scouts	35.8	Racket Squad	28.6
Your Show of Shows	34.5	My Little Margie	28.2
Godfrey's Friends	34.2	Toast of the Town	27.4
Gangbusters	30.9	The Hunter	25.7
Big Town	29.0	Your Hit Parade	25.5

C E HOOPER ANNOUNCES NEW MEASUREMENT SERVICE - A new, "complete" TV audience measurement service, to start in October, has been announced by C E Hooper, Inc.

Described as the product of months of painstaking search for a "truly accurate rating system which will meet every audience-gauging need of the TV industry," features of the service include: Sampling of homes throughout a television station's full service area; Dual rating figures, expressed in terms of: a) Hooperating, based on all homes, b) Teleratings, based on television homes only, c) Sets-in-Use, based on both all-homes and television homes; Projection of the ratings expressed in "number of homes watching" each program; Share of audience for each program; Composition of audience and number of viewers per set; Audience data on all telecasts from sign-on to midnight, with extension to full 24-hour measurements if desired; Ratings for individual 15-minute time periods by individual days and evenings; Measurement of weekly cumulative audiences, in addition to daily audience, of programs broadcast several times a week; Source material for tabulation of such audience data as: a) Size of family, b) Duplication among programs, c) City area vs "outside area" viewing; Optional summary of findings, compiled up to three times a year, in Regional TV Audience Reports; and continued publication of Pocketpiece summarizing both Teleratings and projections.

CBS-TV DEVELOPS NEW SET CONSTRUCTION TECHNIQUE - A new set construction technique has been developed by CBS-TV's scenic art department, aimed to speed up construction and allow more freedom in overall design, better lighting, set dressing and camera maneuverability. Utilizing prefabricated masonite flats in assorted stock sizes instead of the traditional muslin-on-frame used for walls, doors and partitions, the new technique employs a number of new materials and procedures lending authenticity and realism to interiors. The masonite provides greater rigidity to sets, eliminates wobbling, and makes it easier to hang things on the walls. Baseboards, dados and cornices which had to be painted on the muslin flats, can be nailed on the masonite.

"THE TV WRITERS GUIDE" - A practical guide to breaking into TV writing, by Margaret Weiss (Pellagrini & Cudahy, NY, \$3.95). The book includes instructions and sample formats for preparing TV scripts in the acceptable professional manner and also advises writers on kinds of materials desired, marketing methods and property protection. Sample scripts include dramatic and non-dramatic plays, news, musical continuity and commercials.

TVA-AFRA AGREE ON MERGER - The merger of the American Federation of Radio Artists & Television Authority, was approved this week by the board of the Associated Actors and Artistes of America, AFL parent organization for all performer unions. Under the merger, the two unions will be known as AFTRA(Amer Fed of TV & Radio Artists). The vote approving the merger was unanimous with two abstentions - the SAG and the SEG. It was explained that the screen guild representatives could not commit themselves without instructions from their respective boards in Hollywood. Approximately 20,000 active radio & TV performers will be united under the combine, which follows the failure of all five of the 4A's member unions to agree on a full merger into one big union.

NEWS DIGEST(Cont'd)

HOOKER, HOWARD & MOORE IN JOINT SPACE - West Hooker, Sandy Howard and Robin L Moore, Jr, independent TV packagers, have taken joint office space at 853 Seventh Avenue, NYC, using the name Television Center, though each retains his independence. Hooker, who represented Mike Stokey on the sale of Pantomime Quiz to Camels, produced Say It With Acting. Sandy Howard currently has The Merry Mailman and Dave Elman's Curiosity Shop on WOR-TV and Robin Moore is producer of Dining Out With Dana, expected to return to the air shortly. Bob Cahn, formerly with J Walter Thompson, has joined Howard's staff as associate producer on The Merry Mailman.

WILMOT CASTLE CO APPOINTED SALES AGENTS FOR CBS INDUSTRIAL COLOR - The Wilmot Castle Co of Rochester, NY, has been appointed exclusive sales agents for the industrial color TV system developed by the CBS Laboratories Division for medical use. Installations of the system have marked one of the most significant advances in medical education in recent years. The equipment is in use at the University of Chicago, the University of Kansas and the University of Pennsylvania, and an installation is in operation in Europe. The camera is mounted in the center of a cluster of four of the special operating room lights, suspended over the operating table and focused directly on the operating field, carrying the performance to teaching rooms in other parts of the hospital. In that way hundreds of students can watch the surgeon working at close proximity.

PERSONNEL ITEMS - John H Owen becomes a vice-president and Charles Chappell, a consultant and vice chairman of Kenyon & Eckhardt's review board, with the dissolution of their firm of Owen & Chappell, and the moving of their four major accounts to the K&E organization.....Paul C Phillips has joined the radio-TV department of N W Ayer, NY, as supervisor of TV production.....Bernard London has joined the Kudner Agency's TV department as producer of their General Motors NCAA Football series.....Lester J Mallets has been appointed business manager of the Emil Mogul Agency's radio-TV department. Also at Mogul, Nat B Eisenberg has been appointed supervisor of creative programming.....John H Heiney has been appointed head of radio & TV relations of the Ford Motor Company's Office of Public Relations.....Bill Richman, formerly with MCA and Capp Enterprises, has been appointed associate director of radio & TV for the Citizens for Eisenhower Committee.Henry Spitz, who was production manager for Parsonnet Productions during the shooting of 'The Doctor' series in Hollywood, has joined the company on an exclusive basis as general production manager.

George Morris, formerly with the William Morris Agency, has joined the Jane Broder casting agency as head of the TV department. This marks the entry of Miss Broder, a leading theatrical agent, into the television field.....Warren Abrams has been appointed Manager of CBS-TV's Spot Sales' Detroit office. Prior to his joining the CBS-TV Spot Sales research department in NY, he was associated with the Metropolitan Life Insurance Co as Advertising Manager.....John T Southwell, formerly with BBD&O, Young & Rubicam and Huber Hoge, has joined Hirsch & Rutledge, St Louis, as vice president and director of television and radio.....John F Sloan, general manager of WPAT, Patterson, has succeeded Robert C Mayo as sales manager of WOR-TV, Mr Mayo having been appointed sales director in place of R C Maddux who recently resigned the post.....Peter J Smith, formerly program director of WDTV, Pittsburgh, has been named assistant production supervisor in charge of daytime radio & TV in the NY office of Fuller & Smith & Ross.....Rhoda Rosenthal, formerly assistant to the general manager of WNBC-WNET, has joined Rand Advertising, NY, as director of TV.....Bob Horn, veteran disc-jockey, has been named Director of Recorded Music for WFIL and WFIL-TV, Philadelphia.....I S V Patcevitch has been elected to the board of directors of Telenews Productions, Inc. Mr Patcevitch is president of Conde Nast Publications, Inc, publishers of Vogue, House & Garden and Glamour.

Head of the house in December 1961... the University of Chicago...

THE UNIVERSITY OF CHICAGO

Table with 3 columns: Name, Title, and other details. Includes names like George Jensen, Martin Kern, and various titles.

THE UNIVERSITY OF CHICAGO

Table with 3 columns: Name, Title, and other details. Includes names like John Brown and various titles.

RECORD OF THE BOARD OF DIRECTORS

Back balance, check book, deposits (1947)

1947 12:30

First Board of Directors (1947)

AGENDA

Minutes (1947), Report of Treasurer (1947)

1947 12:15

Minutes (1947), Report of Treasurer (1947)

The Board's 1947 - (C) by Robert M. ... with ...

1947 12:10

Minutes (1947)

Minutes (1947), Report of Treasurer (1947)

1947 12:05

Minutes (1947)

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Minutes (1947), Report of Treasurer (1947)

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Minutes (1947), Report of Treasurer (1947)

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A. ... (1947) ...

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Minutes (1947)

Section 101

<p>Section 101(a) - (1) of the Act provides that the Secretary shall, in the exercise of his functions, have regard to the following matters, namely -</p> <p>(i) the general interest of the community;</p> <p>(ii) the interests of the persons concerned;</p> <p>(iii) the interests of the State;</p> <p>(iv) the interests of the Government;</p> <p>(v) the interests of the public.</p>	<p>101</p>	<p>Section 101(a)</p>
<p>Section 101(b) - (2) of the Act provides that the Secretary shall, in the exercise of his functions, have regard to the following matters, namely -</p> <p>(i) the general interest of the community;</p> <p>(ii) the interests of the persons concerned;</p> <p>(iii) the interests of the State;</p> <p>(iv) the interests of the Government;</p> <p>(v) the interests of the public.</p>	<p>101</p>	<p>Section 101(b)</p>
<p>Section 101(c) - (3) of the Act provides that the Secretary shall, in the exercise of his functions, have regard to the following matters, namely -</p> <p>(i) the general interest of the community;</p> <p>(ii) the interests of the persons concerned;</p> <p>(iii) the interests of the State;</p> <p>(iv) the interests of the Government;</p> <p>(v) the interests of the public.</p>	<p>101</p>	<p>Section 101(c)</p>
<p>Section 101(d) - (4) of the Act provides that the Secretary shall, in the exercise of his functions, have regard to the following matters, namely -</p> <p>(i) the general interest of the community;</p> <p>(ii) the interests of the persons concerned;</p> <p>(iii) the interests of the State;</p> <p>(iv) the interests of the Government;</p> <p>(v) the interests of the public.</p>	<p>101</p>	<p>Section 101(d)</p>
<p>Section 101(e) - (5) of the Act provides that the Secretary shall, in the exercise of his functions, have regard to the following matters, namely -</p> <p>(i) the general interest of the community;</p> <p>(ii) the interests of the persons concerned;</p> <p>(iii) the interests of the State;</p> <p>(iv) the interests of the Government;</p> <p>(v) the interests of the public.</p>	<p>101</p>	<p>Section 101(e)</p>
<p>Section 101(f) - (6) of the Act provides that the Secretary shall, in the exercise of his functions, have regard to the following matters, namely -</p> <p>(i) the general interest of the community;</p> <p>(ii) the interests of the persons concerned;</p> <p>(iii) the interests of the State;</p> <p>(iv) the interests of the Government;</p> <p>(v) the interests of the public.</p>	<p>101</p>	<p>Section 101(f)</p>
<p>Section 101(g) - (7) of the Act provides that the Secretary shall, in the exercise of his functions, have regard to the following matters, namely -</p> <p>(i) the general interest of the community;</p> <p>(ii) the interests of the persons concerned;</p> <p>(iii) the interests of the State;</p> <p>(iv) the interests of the Government;</p> <p>(v) the interests of the public.</p>	<p>101</p>	<p>Section 101(g)</p>
<p>Section 101(h) - (8) of the Act provides that the Secretary shall, in the exercise of his functions, have regard to the following matters, namely -</p> <p>(i) the general interest of the community;</p> <p>(ii) the interests of the persons concerned;</p> <p>(iii) the interests of the State;</p> <p>(iv) the interests of the Government;</p> <p>(v) the interests of the public.</p>	<p>101</p>	<p>Section 101(h)</p>

Section 101 - General

101-1	General - (1) of the ...	101-1	General - (1) of the ...
101-2	General - (2) of the ...	101-2	General - (2) of the ...
101-3	General - (3) of the ...	101-3	General - (3) of the ...
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101-18	General - (18) of the ...	101-18	General - (18) of the ...
101-19	General - (19) of the ...	101-19	General - (19) of the ...
101-20	General - (20) of the ...	101-20	General - (20) of the ...

FRIDAY SEPTEMBER 26 (Cont'd)

Footlights Theater CBS 9:30 T K O - (O) by Ted Thomas; with Regis Toomey, Richard Jaeckel, Jack Bernardi, John Gallaudet, Natalie Schaefer, Jeffrey Silver, Mary Jane Saunders, Carey Loftin, Sarah Spencer; (FILM) (LAST SHOW IN SERIES)

ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 19 THROUGH FRIDAY SEPTEMBER 26

Strike It Rich
(Warren Hull) CBS 11:30 M - Richard Denning; Tu - Carl Esmond; W - Maria Gambarelli (D); 9pm - Barbara Britton; F - Daphne Dore (model), Meyer Davis (M)

Broadway Matinee
(Ethel Colby) WABD 1:15 M - Ava Norring; W - Meyer Davis (M)

Bill Silbert WABD 1:30 M - Jeffrey Clay, Nancy Carr; Tu - Jack Allen; W - Denny Vaughn; Th - Jackie Jocko, Elly Frost; F - Kevin O'Sullivan (ALL S)

Garry Moore CBS 1:30 M - Kaye Ballard (C); Tu - Ray Malone (D); W - George Gobel (C); Th - Charles Granville & Lee Swartout; F - George Gobel, Ivan Sanderson (scientist-explorer)

Jinx F McCrary WNBT 2pm F - Joseph Burstyn (producer); M - Alicia Markova (D)

Nancy Craig ABC 2:30 M - Marie Killilea (author) & husband James; Tu - Alicia Alonso, John Kriza (D); W - Frances Starr; Th - Pete Mello (boxing coach), Bud Carell & Rose (boomerang); F - Catherine Cecilia McParlan (nurse), Mea Blacker Freeman (author)

Ted Steele WPIX M, Th: 2:30-5pm; Tu, F: 9:30-10:30pm; W: 9-10:30pm; Sonny Calello, Jerry Winters, Jody Miller, Bill Judd (S)

Art Linkletter CBS 2:45 M - Dr Paul Popenoe, Muzzy's Musical Album; Tu - Bruce Bennett

Margaret Arlen CBS 4pm F - Jules Munshin (C); M - Faith Baldwin (author), Dorothy Liebes (designer); Tu - John Golden (producer); W - Marie Killilea (author), Harvey Lembeck; F - Maria Sermolino (author), Douglas Gorsline (fashions)

Kate Smith NBC 4pm M - The Three Rockets (D); Tu - The McGuire Sisters (S), Sen Homer Ferguson, Evalyn Tyner (M); W - The Kateds (D), Howard & Shelton (C), The Golden Gate Quartet (S); Th - Judy Lynn & Danny Scholl (S); F - The McGuire Sisters (S), Elaine Dunn (D), James A Farley, Phil Foster (C)

Six O'Clock Report CBS 6:10 M through F - Jim McKay covers news sports in addition to Sports Of The Night (M-W-F- 11:25-11:30; Tu-Th-Sat- 11:10-11:15)

Double C Canteen
(Bob Dixon) WABD 6:30 M - Grizzley Green (prospector), Billy Butterfield (M); Tu - Ivan Sanderson (scientist-explorer), Dan Ryan (bait casting); W - Robin Roberts (baseball); Th - Griff Davis (explorer); F - Vera Massey (S)

Rain Or Shine CBS 7:25 M through F - Carol Reed replaces Jim McKay

APPENDIX - TWO

<u>Case No.</u>	<u>Case Name</u>	<u>Case Description</u>
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Broadway TV Theater WOR 7:30 M-W-Th-F - The Bishop Misbehaves - (O) by Frederick Jackson; with Gene Lockhart, Alice Pearce, Allan Stevenson, Dean Harens, Jennifer Raine, Ralph Sumpter, Josephine Brown, Gordon Keith, Robert Bolger, Charles Egelston; Staged by Charles Christenberry

The Music Hall
(Patti Page) CBS 7:45 Tu - Duke Ellington (M)

Perry Como CBS 7:45 W - Georgia Gibbs (S)

SATURDAY SEPTEMBER 27

The Big Top
(Jack Sterling) CBS 12N Capt William Heyer & Starless Night (horse), The Three Tong Bros (acro), Edward & Hart (trampoline), Rosini (juggler), The Olveras (high perch)

All Star Revue
(Martha Raye) NBC 8pm Rex Harrison, Rocky Graziano (boxer); Prod by Leo Morgan; (SW & SD) by Nat Hiken; (TV Dir) by Grey Lockwood; George Bassman, musical conductor

Battle Of The Ages
(Morey Amsterdam) CBS 10:30 Benny Fields (S), The Trampoloonies (acro-C), Nancy Lee (D), Pierce Knox (M)

SUNDAY SEPTEMBER 28

Tootsie Hippodrome
(John Reed King) ABC 12:15 Jacqueline Hurley (contortionist), The Leontines (aerial)

Candy Carnival CBS 12:30 Alan Wait, Norman Treistman, Morton Fox (tumblers), Gene Mendez, Don Smith (high-wire), Gerald Longacker, George Baker (hand-balancers), Sharon & Phillip De Angelo (baton twirlers)

This Is Show Bus
(Clifton Fadiman) CBS 7:30 Grace Kelly, guest panelist; Mel Torme (S), Bud & Cece Robinson (D), George Gobel (C)

Colgate Comedy Hour
(Eddie Cantor) NBC 8pm Dorothy Lamour, Jan Peerce(S), Will Mastin Trio, Sammy Davis, Jr, Tom D'Andrea, Henry Slate. Dave Barry, Jim Backus, Sidney Fields, Sharon Baird, Eddie Fisher (S); (SW, SD, & Prod) by Sid Kuller (FROM HOLLYWOOD)

Toast Of The Town
(Ed Sullivan) CBS 8pm The Story Of ASCAP, Part I - with Lauritz Melchior, Vaughn Monroe, Clark Dennis, Joe Howard (S); W C Handy, Harold Arlen, Ernie Burnett, Ray Henderson, Mabel Wayne (composers)

The Plainclothes Man
(Ken Lynch) DuM 9pm Lethal Cocktail - (O) by R P Hannock; with Betty Buehler, Carl White, Ed Peck, Al Hopson, Doug Chandler; (SD)

Goodyear TV Playhouse NBC 9pm The Room - (O) by Geoffrey Kean, (A) by William Kendall Clarke; with Edmon Ryan, Haila Stoddard, Carmen Mathews, Penny Hays, Frank Overton; (SD) by Del Mann

The Doctor
(Warner Anderson) NBC 10pm Hiding Place - (O) by Gene Levitt & Robert Mitchell; with Ian McDonald, Fay Baker, Paul Guilfoyle, Richard Gaines, Frank Ferguson; (SD) by Robert Aldrich (FILM)

The Web CBS 10pm Deadlock - (O) by A J Russell; with Eli Wallach, Dennis Harrison, John Shellie, Louise Buckley, Don Dickenson, Henry Beckman, Martin Kingsley, John Dale; (SD) by Lela Swift (RETURN FROM SUMMER HIATUS)

Description of Work	Quantity	Unit Price
Excavation for foundation	1000	1.50
Foundation concrete	1000	2.00
Formwork for foundation	1000	0.50
Reinforcement steel	1000	0.80
Backfill for foundation	1000	0.30
Foundation completion	1000	0.20
Excavation for floor slab	1000	1.50
Floor slab concrete	1000	2.00
Formwork for floor slab	1000	0.50
Reinforcement steel	1000	0.80
Backfill for floor slab	1000	0.30
Floor slab completion	1000	0.20
Excavation for wall	1000	1.50
Wall concrete	1000	2.00
Formwork for wall	1000	0.50
Reinforcement steel	1000	0.80
Backfill for wall	1000	0.30
Wall completion	1000	0.20
Excavation for roof	1000	1.50
Roof concrete	1000	2.00
Formwork for roof	1000	0.50
Reinforcement steel	1000	0.80
Roof completion	1000	0.20

T A L E N T A V A I L A B I L I T I E S

(The deadline for talent listings is the Wednesday before the following week's report)

NEW YORK

FAITH BALDWIN - available through Al Darn,
American Mag, PL 9-1000

WENDY BARRIE - AGT: Martin Goodman, JU
6-1180

EDDIE BRACKEN - AGT: William Morris, JU
6-5100

MEYER DAVIS - Orchestra Leader & Play
"Angel" - available through Claire
Wilson, EL 5-6200

DAPHNE DORE - Miss Rheingold Contestant -
AGT: Nat Rudich, CO 5-0031

CARL ESMOND - PRESS: Al Mendelsohn, Uni-
versal-International, PL 9-3000

MARIA GAMBARELLI - AGT: Tom Strombel, TE
8-0110

CELESTE HOLM - AGT: William Morris

ANNE JEFFREYS - returned from Hollywood -
AGT: Louis Shurr, CH 4-8240

LISA KIRK - AGT: William Morris

VERONICA LAKE - AGT: Lester Lewis, PL 3-
5083

ANGELA LANSBURY - AGT: Louis Shurr

DAVID LEAN - British Film Director -
available through Nat Rudich

HARVEY LEMBECK - PRESS: Al Mendelsohn, U-I

KYLE MACDONNELL - currently at the Roxy -
CI 6-5270

ALICIA MARKOVA - Guest Star with Ballet
Theater - available through David
Holtzman, VA 6-4488

VERA MASSEY - AGT: Charles Ryan, CI 6-
0690

CARMEN MIRANDA - AGT: William Morris

JANIS PAIGE - AGT: MCA, PL 9-7500

ELSA SCHIAPARELLI - available through Saul
Krieg Ass, PL 3-1543

ROBERT STERLING - returned from coast -
AGT: MCA

KAY THOMPSON - AGT: William Morris

PHILADELPHIA

(All phone numbers listed are New York)

PEARL BAILEY - AGT: Chauncey Olman, MU 7-
3770

GRACIE BARRIE - AGT: MCA, PL 9-7500

BARTLETT & ROBERTSON - Duo Pianists -
AGT: Columbia Artists, CI 7-6900

THELMA CARPENTER - appearing at the Earle
on Oct 10, AGT: GAC, CI 7-7550

JOHN CARRADINE - AGT: Peter Witt, PL 9-
7966

JEAN CARSON - LE 2-1100

WALTER CASSEL - NY City Center Baritone -
AGT: Columbia Artists

DARVAS & JULIA - Dancers - AGT: Miles
Ingalls, JU 6-3000

DUKE ELLINGTON - opening at the Earle
Sept 26, AGT: Gale, PL 7-7100

FRANKIE LAINE - booked for the Earle
Oct 30, AGT: GAC

RAY MIDDLETON - AGT: Louis Shurr, CH 4-
8240

ZINKA MILANOV - AGT: NCAC, PL 9-6000

MILLS BROTHERS - at the Earle on Nov 14 -
AGT: GAC

MEG MUNDY - RE 4-7439

PATRICIA NEWAY - City Center Soprano -
AGT: Columbia Artists

ELENA NIKOLAIDI - Metropolitan Opera Con-
tralto - AGT: Columbia Artists

LILLI PALMER - AGT: Gale, PL 7-7100

JANE PICKENS - AGT: Gale

BASIL RATHBONE - AGT: MCA

ROBERTS & DIXON - Comedy Team - AGT:
George Lewis, MU 3-6381

WILLIAM L SHIRER - Contact, Century Club,
MU 2-0711

LIONEL STANDER - Sundays only - AGT: Jer-
ry Rosen, PL 7-6185

PAUL VILLARD - Entertainer, just comple-
ted 50 wks at Ruban Bleu, AGT: Geo
Lewis

NETWORK AND LOCAL TV PROGRAMMING ANALYSIS

(Based on material from stations throughout the country as well as from main network offices.)

Scheduled program transmission for the week of: Sept 21-27		Total hours network service			
		ABC	CBS	DuM	NBC
Time on-) 12 noon)	Live Film	3/4 1/4	10 1 1/2	1 --	15 5
12 noon-) 6:00 pm)	Live Film	1 3/4 1/2	23 3/4 1/2	3 1/2 --	22 2 1/4
6:00 pm-) time off)	Live Film	9 9	20 1/4 5 3/4	19 2 1/2	23 1/2 5 1/4
TOTALS	Live Film	11 1/2 9 3/4	54 7 3/4	23 1/2 2 1/2	60 1/2 12 1/2

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Network programs include syndicated kinescopes and filmed shows seen in local time slots on same or different dates through the network. Film shows in this category are programs produced or adapted especially for TV, plus documentaries and other special films.)

Total Network And Local Hours Of Scheduled Transmission
Over Key Outlets Of Networks, Week Of: Sept 21-27

CITY	ABC	CBS	DuM	NBC
New York City	WJZ(88 3/4)	WCBS(103 1/2)	WABD(59 3/4)	WNBT(118 3/4)
San Francisco	KGO-TV (n.a.)	KPIX(98 1/2)		KRON(105 1/4)
Ames, Iowa	WOI-TV (76)	Served by all nets		

Movie Features And Shorts Of An Entertainment Nature, Not Originally Made For TV, Excluding News And Sportsreels: Total Hours, Week Of: Sept 21-27

CITY	ABC	CBS	DuM	NBC	INDEPENDENT
New York Local	WJZ(45 1/2)	WCBS(27 1/2)	WABD(7 1/4)	WNBT(19 3/4)	WOR(18 1/2)
San Francisco	KGO(n.a.)	KPIX(24 3/4)		KRON(26 1/4)	
Ames, Iowa	WOI-TV(1 1/2)	Served by all nets			

EDITOR'S NOTE: While every effort has been made to insure the accuracy of these compilations, they are only presented as approximations and should only be used as such.

SEPT 28-OCT 4, 1952

VOL 4 NO 5

SUPPLEMENT A

Ross Reports

ON TELEVISION

EDITOR: Jerry Leichter
ASSOC EDS: David B Graham
Alvin Sullum

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(28)

CBS - 9-9:30pm; RETURN; Fred Waring Show; from WCBS-TV(NY) to 38 sta & 14 kine; Sponsor - General Electric thru BBD&O; Prod-Dir - Bob Banner, Waring; Tech Superv - Al DeCaprio; Choreog - Nadine Gae, Marc Breaux; Sets - Samuel Leve; Anncr - Bob Hite; Comm Anncr - Joan Woodward; Music Arr - Roy Ringwald, Harry Simeone, Hawley Ades, Charles Naylor, Clyde Sechler, Livingston Gearhart and Buddy Bernier; Asst Conductors - Fred Culley(orchestra), Lara Hoggard(Glee Club); Fred Waring returns after summer hiatus, with regular featured players including Joanne Wheatley, Daisy Bernier, Joe Marine, Virginia & Livingston Gearhart, Frances Wyatt, Emil Markow, Helyne McLain, Bob Sands, Joyce DeYoung, Suzanne Lovell, Arnone Dominick and Frank J Davis.

CBS - 10-10:30pm; RETURN; The Web; from WCBS-TV(NY) to 21 sta & 13 kine; Sponsor - P Lorillard(Kent Cigarettes) thru Young & Rubicam; Prod - Vincent McConnor CBS; Dir - Lela Swift and Herbert Hirschman(alt weeks); mystery-drama program highlights stories in which ordinary people find themselves either because of their own schemes and caprices or because of the machinations of others, in a "web". Lorillard sponsored program last year for Embassy Cigarettes. Celebrity Time formerly held this time slot.

DuM - 2-4:45pm(approx); DEBUT; National Football League Games; from various cities to a total of 63 sta; Sponsor - Miller Brewing thru Mathisson & Assoc(Milwaukee), the Atlantic Refining Co Co thru N W Ayer and the Brewing Corp pf Amer thru Lang, Fisher & Stashower(Cleve); Harry Wismer, Don Wattrick, Byrum Saam and Joe Tucker will be the announcers for the 28 regular season games, with as many as three contests being telecast on a single day on a split network basis.

NBC - 1-1:30pm; NEW TIME; Youth Wants to Know; from WNBW(Washington, DC) to the net; Sustaining; Presented by NBC & The American Legion; Pkgr - Theodore Granik; program had been seen Wednesdays 8-8:30pm.

NBC - 2:30-3pm; NEW TIME; American Forum of the Air; from WNBW(Wash) to 16 sta & 3 kine; Sponsor - Bohn Aluminum thru Zimmer Keller(Detroit); Pkgr-Prod - Theodore Granik; program was seen 10:30-11pm same day.

NBC - 7-7:30pm; RETURN; The Red Skelton Show; from KNBH(ON FILM)to 47 sta & 8 spot; Sponsor - Procter & Gamble(Camay & Tide) thru Benton & Bowles; Pkgr - Russell M Seeds Co; Prod - Red Skelton; Dir - Marty Rackin; Prod Superv - Fenton Coe; TV Dir - Fred Jackson, Jr; Writers - John Fenton Muraay Ben Freedman, Will Fowler, Red Skelton; Super Ghost was summer replacement.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

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Mon(29)

CBS - 11-11:30am Mon thru Fri; DEBUT; There's One in Every Family; from WCBS-TV(NY) to the net; Sustaining; Superv - Marlo Lewis CBS; Prod - Richard Lewine; Dir - James Sheldon; John Reed King MC's audience participation quiz show; designed to honor some one whose talents, special interests, or unusual accomplishments entitle them to recognition and reward, with their family, as well as themselves, receiving cash and merchandise prizes. Al Pearce Show held this time slot from June 30 to Sept 26; is now off the air.

DuM - 3-4pm Mon thru Fri; NETWORK CHANGE; The Paul Dixon Show; from WCPO-TV (Cinci) to the net; Sustaining; Prod-Writer - Dick Perry; Dir - Lee Hornback; Paul Dixon, whose disc-jockey show featuring Dotty Mack and Wanda Lewis was on ABC-TV since September, 1951, switches to DuMont this date. Program of Monday, Sept 28, only, will originate from NY.

NBC - 10:30-11am Mon thru Fri; DEBUT; Campaign Call; from WNBW(Wash) to the net(except WNBT,NY); Sustaining; Prod-Dir - Ted Ayers; Frank Blair will be moderator on program which will have NBC's Washington staff of newsmen answering questions which have been submitted by the public; program will continue thru Election Day. Breakfast Party, from Cincinnati, was formerly seen on the network at this time.

NBC - 12noon-12:30pm Mon thru Fri; DEBUT; Portrait of a City; from WNBT(NY) to the net(ON FILM), except WNBT; Sustaining; Prod-Dir - Charles Christensen NBC; Writer - Dennis Dalton; Film Ed - Robert Loweree and Ann Kanis; filmed documentary series based on the cities of New York, Boston, Cleveland, Chicago and Washington will be general travelogues; Ruth Lyons 50 Club, from Cincinnati, was formerly seen at this time.

NBC - 9-9:30pm; LAST SHOW; Lights Out; from WNBT(NY) to 22 sta & 10 kine; Sponsor - Pearson Pharmacal(Ennds, Eye-Gene) thru Harry B Cohen; Prod - Hi Brown; Dir - Alan Neuman; sponsor drops program this date in favor of new dramatic program to come from Hollywood starting October 6.

Tue(30)

CBS - 7:45-8pm Tue & Thu; DEBUT; Heaven for Betsy; from WCBS-TV(NY) to 17 sta & 9 kine; Sponsor - Lever Bros(Pepsodent & Shadow Wave) thru McCann-Erickson; Pkgr - Jacin Productions; Prod - Marge Kerr, Jacin; Dir - Richard Linkroum; Writers - Russ Beggs, assisted by Jim Fritzell & Joe Bates Smith; Sets - Willis Knighton; Jack Lemmon and Cynthia Stone, young husband and wife team, star as Pete and Betsy Bell, a newly married couple who live in a suburban community; the Lemmons had a similar situation-comedy segment on the Frances Langford-Don Ameche ABC-TV daytime show last season.

NBC - 7:15-7:30pm Tue & Thu; DEBUT; Short, Short Dramas; from WNBT(ON FILM) to the net; Sponsor - Pepsi-Cola thru Biow; Prod - Bernard Prockter Productions; Ruth Woods will be the hostess on this new dramatic program, introducing the audience to a story-teller, who will relate his or her experience from everyday life; an unexpected twist ending will mark each episode; various writers and directors have been used for the films.

NBC - 9-9:30pm; RETURN; Fireside Theater; from WNBT to 35 sta & 22 spots(ON FILM); Sponsor - Procter & Gamble(Ivory Soap, Duz, Crisco) thru Compton; Prod-Dir - Frank Wisbar(Hwood); Assoc Prod - Sidney Smith; Dir of Photography - Benjamin H Kline; Superv Ed - Holbrook N Todd; Casting - Ernst Jaeger; Asst Dir - Maurice Vaccarino; Lighting - Jim Punter; dramatic film program returns after summer hiatus; sponsor presented Boss Lady in time slot.

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THIS WEEK(Cont'd)

Tue(30)

NBC - 10-10:30pm; DEBUT; Two for the Money; from WNBT(NY) to the net; Sponsor - P Lorillard(Old Gold) thru Lennen & Mitchell; Pkgr-Prod - Mark Goodson & Bill Todman; Assoc Prod & Dir - Jerome Schnur; Herb Shriner MC's new comedy-quiz game using audience participants; two contestants at a time will be required to alternate in answering as many questions as possible within 15 seconds; Dennis James will be the commercial announcer; Old Gold dropped Ted Mack's Original Amateur Hour, seen until September 23 in this time slot.

Wed(1)

CBS - 9:30-10pm; RETURN; Man Against Crime; from WCBS-TV, NY(ON FILM) to 16 sta & 36 spots; Sponsor - R J Reynolds(Camel Cigarettes) thru William Esty; Prod-Dir - Edward J Montagne, Esty; films are produced at Bedford Park Studios in Brooklyn, NY; Ralph Bellamy returns as private detective Mike Barnett for the fourth season; during summer hiatus, sponsor presented The Hunter, a filmed adventure program starring Barry Nelson.

DuM - 8:30-9pm; DEBUT; Trash? Or Treasure!; from WABD, NY, to the net; Sustaining; Prod - Arnold Peyser; new half-hour show is designed to encourage viewers to go through their attics and storage rooms on a hunt for relics and curics and submit them for appraisal by Sigmund Rothschild before the camera. Mr Rothschild is the discoverer of the Lincoln letters.

NBC & 4 MBS TV outlets - 12:45pm-end of game; DEBUT; 1952 World Series; from WNBT to 63 NBC sta & WOR-TV(NY), WNAC-TV(Boston), WGN-TV(Chicago) & KHJ-TV(Los Angeles); Sponsor - Gillette Safety Razor thru Maxon; all games of the series will be carried at this time, with the exception of the game on Sunday(should it be needed), which will start at 1:45pm EST.

NBC - 8:30-9pm alt weeks; DEBUT; Cavalcade of America; from WNBT, NY(ON FILM) to 22 sta & 11 spots; Sponsor - E I Du Pont de Nemours thru BBD&O; in presenting the half-hour dramatic series on TV, Du Pont has had several different Hollywood film producers prepare the programs; seven were produced by Screen Gems, two by Apex Films and four by Screen Televideo Productions; five of the subjects used in the films have been on Cavalcade radio programs.

NBC - 10-10:30pm; DEBUT; This Is Your Life; from KNBH(Hwood) to the net; Sponsor - Hazel Bishop (No-Smear Lipstick & Complexion Glow) thru Raymond Spector; Prod - Axel Gruenberg & Alfred Paschall; Dir - Axel Gruenberg; Music Dir - Von Dexter; Ralph Edwards stars on program which presents the detailed life story of the life of some individual, either a celebrity or a private citizen with a special story.

Thu(2)

NBC - 9:30-10pm; DEBUT; Ford Theater; from WNBT(ON FILM) to 44 sta & 8 spots; Sponsor - Ford Dealers thru J Walter Thompson; new filmed drama series produced in Hollywood by Screen Gems; Executive Prod - Jules Bricken; using top screen stars in adaptations of plays, novels and original stories, directed by leading Hollywood film directors (credits will be carried weekly in Talent Showsheet section of Ross Reports); Ford sponsored situation-comedy series, Mr Peepers, starring Wally Cox, during the summer.

Fri(3)

ABC - 8-8:30pm; DEBUT; The Adventures of Ozzie & Harriet; from WJZ-TV(ON FILM) to 11 sta & 19 spots; Sponsor - Hotpoint thru Maxon & Lambert Pharmacal thru Lambert & Feasley; Film Prod - Volcano Prodn; Hwood; -continued

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THIS WEEK(Cont'd)

Fri(3)

ABC - Ozzie & Harriet(Cont'd) - Producers - Robert Angus & Bill Lewis; Exec Prod - Cecil Barker; Dir - Ozzie Nelson; Writers - Ozzie Nelson, Bill Davenport, Don Nelson and Ben Gershman; Dir of Photog - Frederick Gately; Prod Mgr - Leo Pepin; Asst Dir - Robert Agnew; Superv Film Ed - Marvin Coil; Art Dir - William Glasgow; domestic situation comedy involving the Nelson family, including Ozzie & Harriet and their two sons, David and Ricky; Don DeFore will be a regular member of the cast, as will Eilene Janssen and Ellen Corby.

CBS - 10-11am; DEBUT; Wheel of Fortune; from WCBS-TV(NY) to the net; Sustaining; Originator-Producer - Peter Arnell; Dir - Lloyd Gross; Todd Russell will MC new program on which heroes, good samaritans and other benefactors receive rewards for outstanding good deeds, with prizes determined by an especially-built wheel of chance of the type used at carnivals, fairs and bazaars; spin of the wheel determines the size of the prize as well as the number of questions necessary to win.

CBS - 8:30-9pm; RETURN; My Friend Irma; from KNXT(Hwood) to 30 sta & 18 kine; Sponsor - R J Reynolds(Cavalier Cigs) thru William Esty; Prod - Nat Perrin; Dir - Richard Whorf; Writers - John L Greene & Jay Sommers; Marie Wilson and Cathy Lewis return for their second season in half-hour comedy program, which will mark the first telecast from CBS Television City in Hollywood.

CBS - 9:30-10pm; DEBUT; Our Miss Brooks; from WCBS-TV(ON FILM) to 26 sta & 2 spots; Sponsor - General Foods(Swans Down Cake Flour & Sanka Coffee) thru Young & Rubicam; Film Prod - Desilu Prodn, Hwood; Prod - Larry Berns; Writer-Dir - Al Lewis; Music Dir - Wilbur Hatch; Eve Arden stars as high school teacher, with Dick Crenna, Gale Gordon, Robert Rockwell, Gloria McMillan and Jane Morgan.

CBS - 10-10:30pm; DEBUT; Mr and Mrs North; from WCBS-TV(ON FILM) to 14 sta & 16 spots; Sponsor - Colgate-Palmolive-Peet(Colgate Chlorophyl Toothpaste & Colgate Shaving Cream) thru Sherman & Marquette; Produced on film by John Loveton at the Goldwyn Studios; Dir - Ralph Murphy; Writers - DeWitt Bodeen, Reginald Denham & Mary Orr, George Oppenheimer and Hoffman Hays; Barbara Britton and Richard Denning star as Pam & Jerry North, the characters first created in 1931 in a New Yorker magazine story by Frances and Richard Lockridge; Francis DeSales will portray the role of Lt Wiegand.

DuM - 10-10:30pm; NEW TIME; Twenty Questions; from WABD to the net; was formerly seen Fridays 8-8:30pm; & Down You Go, formerly 9-9:30pm, is now seen from 10:30-11pm.

NBC - 7-7:15pm; DEBUT; The Herman Hickman Show; from WNBT(NY) to 5 sta; Sponsor - General Cigar(Robt Burns Cigars and Cigarillos) thru Donahue & Coe; Pkgr-Prod - George F Foley; Dir - Don Hillman NBC; Herman Hickman will have free rein on his weekly show, which will feature guests and celebrities from all walks of life; he will also make predictions concerning the important gridiron contests to be played the following afternoon; Hickman's other new program which follows the telecasting of the NCAA football games, has been given the title of Today's Football(sponsored by General Motors for Pontiac).

1. The first part of the document is a general introduction to the project. It outlines the objectives and the scope of the work. The second part is a detailed description of the methodology used in the study. This includes a discussion of the data collection methods and the statistical techniques employed. The third part presents the results of the study, which are discussed in the context of the research objectives. Finally, the document concludes with a summary of the findings and some suggestions for further research.

2. The methodology section is divided into two main parts: data collection and data analysis. The data collection part describes the use of questionnaires and interviews to gather information from the participants. The data analysis part discusses the use of statistical software to analyze the data and identify patterns and trends. The results section follows, where the findings are presented in a clear and concise manner. The conclusions section summarizes the key findings and discusses their implications for the field of study.

3. The document also includes a list of references, which provides a comprehensive overview of the literature related to the study. The references are organized alphabetically and include both primary and secondary sources. The overall structure of the document is logical and easy to follow, making it a valuable resource for anyone interested in the topic.

4. The document is well-written and easy to read, with a clear and concise style. The use of headings and sub-headings helps to organize the information and make it easier to find. The language is professional and academic, but still accessible to a wide range of readers. The document is a good example of how to write a research paper that is both informative and engaging.

5. The document is a good example of how to write a research paper that is both informative and engaging. It provides a clear and concise overview of the study, and the results are presented in a way that is easy to understand. The conclusions are well-supported by the data, and the overall structure is logical and easy to follow. This document is a valuable resource for anyone interested in the topic.

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THIS WEEK(Cont'd)

Fri(3)

NBC - 8-8:30pm; RETURN; RCA Victor Show; from KNBH(Hwood) to 28 sta & 17 kine; Sponsor - RCA Victor thru J Walter Thompson; Prod Superv - Joe Bigelow; Producer-Writers - Paul Henning & Stanley Shapiro; Dir - Joseph Landis; Music Dir - Harry Zimmerman & orchestra; Dennis Day stars as a young bachelor singer living alone in an apartment house full of "characters," all of whom take a lively interest in his activities; cast includes Lois Butler, Jeri Lou James, Minerva Urecal, Cliff Arquette and Hal March; sponsor presented Worthington Miner's Curtain Call during hiatus.

NBC - 8:30-9pm; DEBUT; Gulf Playhouse; from WNBT(NY) to 35 sta & 2 kine; Sponsor - Gulf Oil thru Young & Rubicam; Prod-Dir - Frank Telford; Alt Dir - Bill Brown Y&R; Script Ed - Bill Hoffman Y&R; new half-hour dramatic series replaces We, The People for the sponsor.

Sat(4)

ABC - 7-7:30pm; DEBUT; Seminar; from WJZ-TV(NY) to the net; Presented by ABC in assn with the Columbia University School of General Studies; TV Dir - Alex Segal ABC-TV; series will present an actual seminar in American Civilization given by Columbia's School of General Studies; Donald N Bigelow; Asst Prof of History, will conduct the course.

CBS - 6:30-7pm; NEW TIME; It's News To Me; from WCBS-TV(NY) to 5 sta & 11 kine; Sponsor - Andrew Jergens Co thru Robert W Orr & Simmons Co (bedding) thru Young & Rubicam, alternate weeks (Jergen's sponsors first program in new time slot); Pkgr-Prod - Goodson-Todman; John Daly is the host, with the regular panel consisting of Henry Faulk, Quentin Reynolds & Anna Lee.

NBC - 7:30-8pm; NETWORK CHANGE; My Little Margie; from WNBT(ON FILM) to the net; Sponsor - Philip Morris (Dunhill Cigarettes) thru Biow; Film Prod - Roland Reed, Hwood; Prod - Hal Roach; Dir - Hal Yates; Asst Dir - Dick Moder; situation comedy series stars Gale Storm and Charles Farrell, and was seen on CBS-TV Mondays 9-9:30pm as summer replacement for I Love Lucy, also for the Philip Morris Co (Philip Morris Cigarettes); will be seen in this time slot for five weeks, at which time the sponsor will present the Robert Cummings Show.

LAST WEEK'S NETWORK CHANGES

ABC - Tom Corbett, Space Cadet; LAST SHOW Sept 26; Mon, Wed, Fri 6:30-6:45pm; from WJZ-TV(NY) to 19 sta & 18 kine; Sponsor - Kellogg's (Raisin Bran, Corn Flakes, Pep, Gro-Pup) thru Leo Burnett; Pkgr - Rockhill; Prod - Allen Ducovny; program debuted in October, 1950, starred Frankie Thomas in title role.

NETWORK SPONSOR ACTIVITY

P LORILLARD (Old Gold) thru Lennen & Mitchell, has renewed sponsorship of Chance of a Lifetime (ABC-TV Thu 8:30-9pm); Lorillard has also purchased a 15-minute show on NBC-TV for Embassy Cigarettes, Embassy Club, starring Bob Elliott & Ray Goulding (Tue 10:30-10:45pm). Kent Cigarettes, thru Young & Rubicam, is now sponsoring The Web (CBS-TV Sun 10-10:30pm), which was formerly sponsored by Embassy.

LOCAL STATION ACTIVITY

- WABD(Ch 5) - Let's Go Bowling; DEBUT Sept 27; Sat 8:30-9:30pm; Sustaining; new New York bowling program will originate at the Bowlor Arena in New York City and will star Bill Silbert, Gil McDougald and Red Benson and feature exhibitions by top stars.
- Little Ladies Party; DEBUT Sept 28; Sun 12noon-12:30pm; Sponsor - Helene Pessel(Cosmetics) thru Keystone Advertising; Pkgr-Prod - Ray Nelson Prodns; Dir - Ray Nelson; Irene Wicker, the "Singing Lady," will be hostess of children's party and will present young variety performers and tell classical children's stories.
- Kathi Norris Show; LAST SHOW Oct 3; Mon thru Fri 11:30am-12noon; Sponsor - Participations; Pkgr-Prod - Wilbur Stark; Dir - Keith Thomas; Kathi Norris interview program debuted on WABD in December, 1948, moved to WNBT for 2 years, and returned to WABD last spring.
- Dick Tracy; NEW TIME Oct 4; Sat 6:30-7pm; Sponsor - Chunky Chocolate thru Peck Advertising; Film Prod - Snader Productions, Hwood; program was formerly seen Fridays, 7:30-8pm.
- WJZ-TV(Ch7) - Claire Mann's Glamour Show; RETURN Sept 29, Mon 1-1:30pm; Sponsor - Buitoni Macaroni thru Astral Agcy(15 min) & Participations; Prod - Claire Mann; Dir - Burke Crotty; Contact - Emily Jordan at Claire Mann; Miss Mann, health and beauty expert, offers advice on diet, glamour and beauty care; occasionally interviews guests from the beauty or fashion fields.
- Dog Show of Champions; DEBUT Sept 30; Tue 10:30-11pm; Sponsor - Participations; Pkgr-Prod - Charles King; Dir - Jerry Freedman; Assoc Dir - Allen Potash; Mrs Sherman Hoyt, MC, interviews owners of canine winners, and others connected with the dog world.
- It's A Woman's World, with Claire Mann; DEBUT Oct 2; Thu 1-1:30pm; Sustaining; Prod - Claire Mann; Dir - Burke Crotty; Contact - Emily Jordan; Miss Mann interviews guests each week and presents general women's news and human interest information.
- WNBT (Ch 4) - The Magic Man; DEBUT Sept 28; Sun 12noon-12:15pm; Sponsor - Henry Holt Publishers(Kajar's Secrets) thru Maxwell Sackheim; Prod-Dir - Bill Reilly; Jon Gnagy and Kajar, the magician, in magic show.
- WOR-TV(Ch 9)- World Series Reviews and Previews; DEBUT Oct 1; 12:30-12:45pm(prior to each of the games of the 1952 World Series; Sponsor - Davega Stores & Frigidaire (Davega Stores thru Ben Sackheim; Dir - Gordon Agnew at Sackheim; Harry Wismer will interview guests.
- WPTZ(Ch 3) - Open House; HIGHLIGHT Oct 1; Wed 7-7:30pm; Special telecast, entitled Philadelphia "The House By the Side of the Road," is being presented by WPTZ and Welfare Department officials direct from the House of Correction in Philadelphia; Harry K Smith, regular host of Open House, will narrate the program, which is intended as educational, rather than as an expose.
- WNBW(Ch 4) - Noon in Washington; DEBUT Sept 22; Mon thru Fri 12noon-12:30pm; Sustaining; Dir - Heyward Siddons; Frank Blair and Inga Rundvold will interview celebrities, give exercises, and present Eddie McIntyre and his piano interpretations.

LOCAL HISTORY ACTIVITY

Worksheet 1

1. The first section of the book is devoted to the early years of the settlement. It is a very interesting and well-written account of the early days of the settlement. The author has done a great deal of research and has brought together a wealth of material which is presented in a clear and concise manner. This section is a must-read for anyone interested in the early history of the settlement.

2. The second section of the book is devoted to the middle years of the settlement. It is a very interesting and well-written account of the middle years of the settlement. The author has done a great deal of research and has brought together a wealth of material which is presented in a clear and concise manner. This section is a must-read for anyone interested in the middle history of the settlement.

3. The third section of the book is devoted to the late years of the settlement. It is a very interesting and well-written account of the late years of the settlement. The author has done a great deal of research and has brought together a wealth of material which is presented in a clear and concise manner. This section is a must-read for anyone interested in the late history of the settlement.

4. The fourth section of the book is devoted to the present day. It is a very interesting and well-written account of the present day. The author has done a great deal of research and has brought together a wealth of material which is presented in a clear and concise manner. This section is a must-read for anyone interested in the present day of the settlement.

Worksheet 2

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Worksheet 3

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Worksheet 4

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Worksheet 5

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Worksheet 6

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FILM REPORT

PARAMOUNT TV PRODUCTIONS FALL SALES in connection with all of their syndicated programs: Time For Beany has been sold to WGN-TV, Chicago, for 39 weeks, to be carried five-times-a-week at 5pm on a participating basis, beginning September 22. WTTG, Washington, DC, has renewed the program for 39 weeks for sponsorship by Safeway Grocery Stores. A 13-week renewal has been signed with WHBF-TV, Rock Island. Wrestling From Hollywood has been sold to KPRC-TV, Houston, for Falstaff Beer for 52 weeks; to WFAA-TV, Dallas, for 13 weeks on a participating basis and has been renewed by the National Brewing Co for WGAL-TV, Lancaster and WTAR-TV, Norfolk. WNAC-TV, Boston, has renewed the program for 13 weeks on a participating basis. Erskine Johnson's Hollywood Reel has been sold to WBEN-TV, Buffalo, for 13 weeks for sponsorship by Plumacher & Becker, electrical appliance dealers, and in addition, WTTG, Washington, DC, has renewed the program for 13 weeks.

TELENEWS WILL FILM WORLD SERIES games, and will include the coverage in the company's daily news releases and in This Week in Sports, the Telenews weekly TV sports show. Camera crews will be under the direction of Harry Roberts, Telenews' Sports Editor.

OFFICIAL DISTRIBUTING 4 NEW PACKAGES, including Adventures Out-of-Doors, TeleVespers, News Featurettes and Willie Wonderful. Jack Van Coevering, Wild Life & Outdoor Editor of the Detroit Free Press, is producer and narrator of Adventures, a 15-minute program featuring news and personalities of the sporting and outdoor world. TeleVespers, produced by Dr Dorland Dryer, President of Youth Films, is a series of 12½ minute inspirational and non-sectarian films, each opening with an off-stage reading from the Scriptures, and using an a capella choir. Keystone Pictures is the producer of News Featurettes, a 15-minute weekly program, consisting of news features compiled and edited like a pictorial magazine. Willie Wonderful, a whimsical children's puppet program, is by Bracken Productions, Hollywood, whose staff includes Earle J Du Mont, Jr, executive producer; Martin A Gordon, producer; Robert S Scott, director; and Jane Hampton, Annabel Ross, Betty Jean Givens, Joe Grenzeback and Tom Baron, writers. The puppeteers are Richard Pinner, Virginia Vass, Tyler McVey and Colleen Collins.

NICKOLEDEON THEATER FORMED in Hollywood by producer-writer Hugh King and composer-conductor Edward J Kay, with two pilots already completed for their first project, a film series starring the Sportsmen Quartet in a Gay Nineties format. Archie Carlson will be associated with King and Kay, with distribution of the completed projects to be handled by Helen Ainsworth Corp, newly organized TV distribution firm, headed by Sam Nathanson.

RUSLEW CORP TO PRODUCE LORETTA YOUNG SERIES, Loretta Young and Your Life Story, with the star's husband, Tom Lewis, and Harry Ruskin, former writer-producer at MGM, producing the series. Material for the programs will be based on fan mail Miss Young has received over the years, with the actress appearing both at the start and close of the films, and occasionally appearing in the stories.

KEN MURRAY TO PRODUCE THE MARSHALL'S DAUGHTER, having formed Wide-Open Spaces Productions in Hollywood for the project. George Blair will direct the films, which have already started shooting at Corrigan's Ranch. Laurie Anders and Hoot Gibson co-star in the half-hour Westerns. Murray's telecasts will originate from Hollywood, rather than NY, when he returns to the air, in order to permit him to continue supervision of production of the series.

FILM REPORT(Cont'd)

CHINA SMITH SALES IN 11 MARKETS announced by PSI-TV, Inc, with showings for the Dan Duryea starrer set for WNEQ(Chicago), KSD-TV(St Louis), WKY-TV(Oklahoma City), WAFM-TV(Birmingham), WOAI-TV(San Antonio), WAGA-TV(Atlanta), KRLD-TV(Dallas-Fort Worth), KPRC-TV (Houston), WDSU-TV(New Orleans), KFEL-TV(Denver) and KGO-TV(San Francisco).

DIRECTORIAL ASSIGNMENTS - Ashmead Scott has been signed by Kay Productions to direct the Mayehoff TV film series, 'Doc Corkle', which debuts on NBC-TV October 5..... Lew Landers has been signed as director for the Dougfair Productions series, 'Terry and the Pirates.' Arthur Pierson directed first two films.....John Brahm, motion picture director, has been signed to direct his first television film, 'Drawing Room A' for the Schlitz Playhouse series.....Robert Aldrich has been signed by Marion Parsonnet to direct fifteen half-hour films in 'The Doctor' series.

NEWS DIGEST

PULSE LISTS TOP FIFTEEN PROGRAMS FOR SEPTEMBER, with list headed by Your Show of Shows, with a rating of 38.3. Other programs listed are Godfrey & Friends 35.6; Talent Scouts 33.2; Your Hit Parade 28.0; Big Town 25.4; Racket Squad 25.4; Gangbusters 24.4; Toast of the Town 23.6; Best of Groucho Marx 23.0; Television Playhouse 23.0; Lux Video Theater 21.5; Strike It Rich 21.5; What's My Line 21.4; Mama 20.0 and Treasury Men in Action 20.2.

BRIDGEPORT STATION PLANNING UHF TESTS, with the Graybar Electric Co having signed a \$270,000 contract with Philip Merryman, president of Southern Connecticut and Long Island TV, to outfit Channel 43, as the area's first new TV station, using call letters WICC-TV. RCA recently dismantled its experimental UHF station in Bridgport and shipped it to Portland, Oregon for installation as a regular UHF-TV station, KPTV, which began regular broadcasting on September 20. WICC-TV will be used as one of the pilot stations to further test the CBS color TV system. A feature of the new contract has Federal Telecommunication Laboratories, for which Graybar acts as distributor, agreeing to use WICC-TV to field test all laboratory developments in new TV equipment under actual operating conditions.

MINIATURE RCA CAMERAS TESTED in Chicago last week, enable personnel of the Baltimore & Ohio RR, sitting indoors, to perform functions normally requiring considerable walking and extra movement of freight cars. Cameras weighing only 7½ pounds each, mounted atop the yardmaster's tower, were used to list car numbers on incoming trains, which are needed in switching operations for making up trains destined for various parts of the country. The B&O's yard on the southwest side was used for the test which allowed supervisors to witness the disposition and movement of all cars and switching engines in the big classification yard.

WARREN WADE NEW MANAGER OF WOR-TV. Wade, was at one time program manager of WPIX, and prior to that he was executive producer and program manager at NBC, supervising production of their top TV programs. He joined WOR-TV with his Broadway TV Theater package in April.

CONFIDENTIAL

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NEWS DIGEST(Cont'd)

DENNY & VAN VOLKENBURG APPEAR BEFORE HOUSE SUBCOMMITTEE to discuss further restrictive legislation on television and radio programming. J L Van Volkenburg, President of the CBS-TV network, declared that further legislation would not only be an encroachment on freedom of the press, but would stifle creative talent and prove ineffectual. Charles R Denny, NBC vice president, stated that self-regulation on the part of broadcasters is the only really effective way of maintaining a high quality of service.

CORNELL PHYSICS EXPERIMENTS TELEVISED for students taking the freshman and sophomore physics courses, with the main lecture room in Rockefeller Hall outfitted for the project, in which RCA is cooperating. Ordinarily, students would wait their turns at microscopes. Now, with the television camera trained into one microscope, phenomena invisible to the naked eye, will be magnified on the screens and visible to the entire class at one time. A midget camera is the key unit for the installation, which is a "closed circuit," with coaxial cable linking the camera and viewing screens.

TWO STATIONS JOIN CBS-TV NETWORK, one a UHF station, the first commercial UHF-TV station to sign an affiliation contract with CBS-TV. Granted UHF Channel 61 on September 3, WHUM-TV(Reading, Pa) started construction the following day, and expects to be in operation by mid-December. The station is owned and operated by the Eastern Radio Corp. Station KBTW(Denver), operating on VHF Channel 9, starts engineering test programs next week, and joins CBS-TV as a basic affiliate on October 12. KBTW's transmitter is located on Lookout Mountain, and it is owned and operated by the Colorado Television Corporation. Joe Herold has been named General Manager.

PERSONNEL ITEMS - James Sheldon, former Y&R staffer who directed "Mr Peepers" for Ford during the summer, has joined CBS-TV as a staff director. His first assignment is "There's One in Every Family".....Norman Blackburn, NBC-TV production head in Hollywood, will leave his post at the end of the year, following the network's recent radio-TV integrations.....Hal Hough has been appointed Program Director of WCBS-TV, NY, replacing Dick Doan who resigned recently to join the C E Hooper rating service as a vice-president. Mr Hough was most recently Program Director of WJZ-TV, New York.....William Spier has joined the TV-Radio Workshop of the Ford Foundation as producer of "Omnibus." In addition to his past associations with CBS-TV and ABC-TV, Mr Spier has produced several theatrical films.....Chet Kulesza, formerly with Ellington & Co, has joined Sherman & Marquette as director of TV film commercials. Another addition to the S&M staff is James S Campbell, who becomes TV copy supervisor.

John F Sloan, named last week as sales manager of WOR-TV, will also handle national sales for KHJ-TV(Los Angeles), in New York and Chicago. The Los Angeles station is owned by General Teleraido, owners also of WOR-TV.....Ralph N Weil, general manager of WOV, New York independent radio station, will direct the radio & television clinic of the Advertising and Selling Course to be conducted by the Advertising Club of New York.....L D Larimer has been named TV account executive in Los Angeles for the Edward Petry Co, station representatives. For the past two years he was with ABC in Los Angeles as manager of TV spot sales...Roy White has been named Studio Engineering Operations Supervisor for Paramount station KTLA in Los Angeles.....Jane Dreyfuss has resigned from the TV department of the Liebling-Wood agency.

SECRET

The first part of the report deals with the general situation in the country. It is noted that the economy is showing signs of recovery, but that inflation remains a serious problem. The government has taken measures to control inflation, but these have had limited success. The report also mentions that the political situation is stable, but that there are still some concerns about the future of the country.

The second part of the report deals with the economic situation. It is noted that the economy is showing signs of recovery, but that inflation remains a serious problem. The government has taken measures to control inflation, but these have had limited success. The report also mentions that the political situation is stable, but that there are still some concerns about the future of the country.

The third part of the report deals with the political situation. It is noted that the political situation is stable, but that there are still some concerns about the future of the country. The government has taken measures to control inflation, but these have had limited success. The report also mentions that the economy is showing signs of recovery, but that inflation remains a serious problem.

The fourth part of the report deals with the social situation. It is noted that the social situation is stable, but that there are still some concerns about the future of the country. The government has taken measures to control inflation, but these have had limited success. The report also mentions that the economy is showing signs of recovery, but that inflation remains a serious problem.

The fifth part of the report deals with the international situation. It is noted that the international situation is stable, but that there are still some concerns about the future of the country. The government has taken measures to control inflation, but these have had limited success. The report also mentions that the economy is showing signs of recovery, but that inflation remains a serious problem.

The sixth part of the report deals with the future of the country. It is noted that there are still some concerns about the future of the country, but that the government has taken measures to address these concerns. The report also mentions that the economy is showing signs of recovery, but that inflation remains a serious problem.

THE UNIVERSITY OF CHICAGO

PHYSICS DEPARTMENT

PHYSICS 230

PROBLEM SET 1

1. A particle of mass m moves in a circular path of radius R with constant angular velocity ω. Find the magnitude of the centripetal force.

2. A particle of mass m moves in a circular path of radius R with constant angular velocity ω. Find the magnitude of the centripetal force.

3. A particle of mass m moves in a circular path of radius R with constant angular velocity ω. Find the magnitude of the centripetal force.

4. A particle of mass m moves in a circular path of radius R with constant angular velocity ω. Find the magnitude of the centripetal force.

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6. A particle of mass m moves in a circular path of radius R with constant angular velocity ω. Find the magnitude of the centripetal force.

7. A particle of mass m moves in a circular path of radius R with constant angular velocity ω. Find the magnitude of the centripetal force.

8. A particle of mass m moves in a circular path of radius R with constant angular velocity ω. Find the magnitude of the centripetal force.

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MONDAY SEPTEMBER 29 (Cont'd)

Voice Of Firestone NBC 8:30 Roberta Peters (soprano)
(Howard Barlow)

Talent Scouts CBS 8:30 Marion Lawrence (S), John Delevoryas (M), William
(Arthur Godfrey) Rivingston (S), The Savoir Faires (S)

Lights Out NBC 9pm The Hollow Man - (O) by John Roeburt; with Doris
(Frank Gallop) Dowling, Art Smith, Harry Bellows, Anthony Ross,
Ronald Dawson; (SD) (LAST SHOW IN SERIES)

Robert Montgomery NBC 9:30 Sons Of Men - (O) by Herschel Steinhardt; (A) by
Jerome Ross; with Paul Kelly, Cliff Robertson,
Ross Martin, Jackson Young, Miriam Goldina, Joseph Boland,
Charles Boaz, Truman Smith, Bess Winburn, Michael Sivy, Ro-
bert McQuade, Floyd Ennis, Sally Brophy; (SD) by Herbert B
Swope, Jr

Studio One CBS 10pm The Square Peg - (O) by George Malcolm-Smith,
(A) by Alvin Sapinsley; with Thomas Mitchell,
Orson Bean, Howard Smith, Hildy Parks, Rock Rogers, Sally Gra-
cie, Carl Benson, Donald Keyes, Dennis Cross; (SD) by Paul
Nickell

TUESDAY SEPTEMBER 30

Beulah ABC 7:30 Beulah & The Cowboy - with regulars & Dude Martin
(Louise Beavers) (FILM)

Texaco Star Theater NBC 8pm Ezio Pinza (S), Faye Emerson, Skitch Henderson
(Milton Berle) (M), Bobby Sherwood (M), Ruth Gilbert, Roland
Winters

Crime Syndicated CBS 9pm Parole - (O) by Paul Monash; with Sen Herbert R
O'Connor (narrator); Conrad Janis, Pat Peardon,
Robert Simon, Paul Lipson, John Marley, George McCoy, Mario
Gallo, Remo Pisano; (SD)

Fireside Theater NBC 9pm The Next To Crash - (O) by Thomson Burtis, (A)
by John Sheppard; with Milburn Stone, John Agar,
Dick Crane, Lyle Clark, Russel Hicks, Charles Cane, Richard
Bergren, Fay Roope, Nolan Leary, John Hedloe, Pat Holmes, Jim-
my Smith; Lowell Thomas (narrator); (SD) by Frank Wisbar (FILM)

Where Was I? DuM 9pm Ed Lopat (baseball)
(Ken Roberts)

Armstrong Theater NBC 9:30 Red Tape - (O) by Martha Fulton; with Peggy Con-
klin, Thomas Coley, Doro Merande, Joseph Fallon,
Robert Baines, Gavin Gordon, Seth Arnold, William Patterson,
Jonathan Jackson, William LeMassena, Tommy Halloran; (SD)

Quick On The Draw DuM 9:30 Barney Ross (boxer), Allen Prescott
(Bob Dunn &
Robin Chandler)

Suspense CBS 9:30 Beach Of Falesa - (O) by Robert Louis Stevenson,
(A) by Halsted Wells; with John Forsythe, Robert
H Harris, Rosemary Pettit, Russell Collins; (SD) by R Stevens

Danger CBS 10pm Change-Up - (O) by James O'Neill; with Edward
Binns, Judith Parrish, Wright King, Ray Walston,
Peter Virgo, Clem Fowler, Bart Burns; (SD)
(STARTS THIRD YEAR)

Gulf Playhouse NBC 8:30 Double By-Line - (O) by Don Ettlinger; with Dennis O'Keefe, Nina Foch, Frank McHugh, William Harrigan, Bob Burland, Karl Lucas; (SD & Prod) by Frank Telford (PREMIERE)

Schlitz Playhouse CBS 9pm Come What May - (O) by Robert Riley Crutcher; with Wallace Ford, Ned Glass, Leslye Banning, Beverly Long, Fay Roope, Michael Hall, Martin Coulter; (SD) by Phil Brown (FILM)

ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 26 THROUGH FRIDAY OCTOBER 3

Strike It Rich CBS 11:30 F - Daphne Dore (model); M - Meyer Davis (M); W - Irving Heller (president's stylist); W (9pm) - Sammy Kaye (M)

Broadway Matinee DuM 1:15 F - Constance Carpenter (S); M - Fred Waller (inventor of Cinerama)

Bill Silbert DuM 1:30 F - Kevin O'Sullivan, Dan Anthony (S); M - Eddie Manson (S & M); Tu - Tommy Edwards (S); W - Bob Eberle (S); Th - Bob Carroll (S)

Garry Moore CBS 1:30 F - George Gobel (C), Ivan Sanderson (scientist-explorer); M - George Gobel (C), John Loder; Tu - Cliff Norton (C); W - Ivan Sanderson, Ray Malone (D); Th - Billy Gilbert (C); F - George Gobel

Jinx F McCrary WNBT 2pm F - Mrs John Davis Lodge; M - Doretta Morrow (S)

Nancy Craig WJZ 2:30 F - Catherine Cecilia McParlan (nurse), Mea Blacker Freeman (author); M - Judith McCann (designer); Tu - Rene Teillard (designer); Zachary Solov, Alexandra Danilova (D); W - Bob Duncan (composer); Th - Madame Myako (S), Yosie Fujiwara (opera director); F - Sy Stewart (designer), Josef Schneider (photographer)

Art Linkletter's House Party CBS 2:45 Tu - Edith Head (designer); Th - Victor McLaglen; F - Hilo Hattie (S) (FROM HOLLYWOOD)

Mike And Buff CBS 3:15 F - Bob Bendix (vp, Cinerama Prod'ns), Dick Callman (S); M - Florence Chadwick (swimmer), Bud Hutton (author); Tu - Olga Ley (D), Jackie Dempsey (stylist), Frederick Woltman & Norton Mockridge (writers); W - Stefan Lorant (author); F - Norman Thomas (politics)

Margaret Arlen CBS 4pm F - Maria Sermolino, Douglas Gorsline (authors); M - Arthur Zaidenburg (author); Tu - Louis Redmond (photographer); W - Estelle Winwood; Th - Sterling North (author); F - Carl Esmond

Ted Steele WPIX 4pm F - Sonny Calello, Jody Miller, Jerri Winters, Bill Judd (S); M through F, 2:30-5pm - Andy Roberts, Sara Lou Harris, Bobby Colt, Cece Blake (S)

Kate Smith NBC 4pm F - The McGuire Sisters (S), Elaine Dunn (D), James A Farley, Phil Foster (C); M - Sen John J Sparkman, Hctor & Byrd (D), Martin Bros (puppets); Tu - Kate's General Store ($\frac{1}{2}$ hr, once weekly audience participation premiere); McGuire Sisters, Evalyn Tyner (S); W - McGuire Sisters; Th - Mr & Mrs Frank Loesser (composer); Tommy Wonder & Margaret Banks (D); F - Mary Raye & Naldi (D)

Double C Canteen WABD 6:30 F - Vera Massey (S); M - Jerry Shard (M); W -
(Bob Dixon) Bill Stewart (umpire); F - Lloyd Knight (S)

Captain Video DuM 7pm M through F - regulars & Gilbert Mack, Jack
(Al Hodge) Hartley, Laura Weber, Henry Jones, Vilma Kurer,
Rusty Lane; (SW & SD)

Short Short Story NBC 7:15 Tu - Air Mail Special Delivery - (O) by Max
(Ruth Woods) Ehrlich; with Joe Fallon, Edgar Stehli, Martin
Brooks, Cameron Prud'homme, Martin Greene, Jeffrey Bryant;
(D) by Dan Petrie; (FILM, PREMIERE); Th - The Boat Ride - (O)
by Will Asher; with Paul Langton, Rita Lynn, Lawrence Fletch-
er, Don Murphy, Tommy Tompkins; (D) by Will Asher (FILM)

Broadway TV Theater WOR 7:30 M through F - Theatre - (O) by Somerset Maugham;
with Sylvia Sidney, Jack Whiting, Dennis Allen,
Margaret Hamilton, Donald Murray, Pat Jenkins, Sarah Burton,
Theodore Newton, Robert Bolger; Staged by Charles Christen-
berry

Perry Como CBS 7:45 W - The Mills Bros (S)

SATURDAY OCTOBER 4

Big Top CBS 12N The Four Acro-Cubans, Wilfred Mae Trio (hoop
(Jack Sterling) jugglers), Chai & Somay (acro), Marcelli & Janis
(wire), The Downies (trapeze)

It's News To Me CBS 6:30 Anna Lee, John Henry Faulk, Quentin Reynolds,
(John Daly) Kitty Carlisle

Dick Tracy WABD 7:30 The Ghost Of Gravel Gertie - (O) by Edmond E
(Ralph Byrd) Kelso & Robert Leslie Bellem; with Joe Devlin,
Almira Sessions, Sy Jenks, Paul Maxey, Jessie Adams, Frank
De Kova, Skelton Knaggs; (D) by Nate Watt (FILM, FIRST IN
SERIES UNDER NEW SPONSORSHIP)

All Star Revue NBC 8pm Groucho Marx, Ethel Barrymore; (Prod-SD) by Dee
(Tallulah Bankhead) Engelbach

Battle Of The Ages CBS 10:30 Lillian Roth (S), Rolly Rolls (M) vs Elisa
(Morey Amsterdam) Jayne, Gene Jimae (M)

SUNDAY OCTOBER 5

Jack Benny CBS 7:30 Bob Crosby & Orch, Don Wilson, Rochester (RETURN
FROM SUMMER HIATUS; FROM HOLLYWOOD)

Colgate Comedy Hour NBC 8pm guests to be announced
(Donald O'Connor)

Philco TV Playhouse NBC 9pm The Black Sheep - (O) by Thomas Phipps; with
Jeffrey Lynn, Frances Williams, Margaret Banner-
man, Virgel Cook, Cliff Robertson, Patricia Benoit, Plina
Darner, Lynn McCarthy, Fred Beir; (SD) by Vincent Donehue

The Web CBS 10pm Homecoming - (O) by Hugh Pentecost; with Robert
Sterling, Richard Webb, Lois Wheeler, Harry Bel-
laver, Edgar Stehli, Allen Devitt; (SD) by Herb Hirschman

The Doctor NBC 10pm No Gods To Serve - (O) by Rod Serling; with Nick
(Warner Anderson) Dennis, Robert Osterloh, Harlan Ward, Dabbs
Greer, Robert North; (D) by Don Siegel (FILM)

TALENT AVAILABILITIES

(THE DEADLINE FOR TALENT LISTINGS IS THE WEDNESDAY BEFORE THE FOLLOWING WEEK'S REPORT)

NEW YORK

WARD BOND - currently in H'wood but available in NY, AGT: Paul Small, MU 7-0606

JOHN BROMFIELD - Pantomime Quiz panelist - AGT: Sam Jaffe, PL 9-6693

CORINNE CALVET - Mrs Bromfield, arrived from H'wood - AGT: Paul Small

CONSTANCE CARPENTER - Lead in King & I - PRESS: Michael Mok, MU 7-5297

PEGGY CONKLIN - comedienne - AGT: MCA, PL 9-7500

JACKIE COOPER - recently in Remains To Be Seen - AGT: William Morris, JU 6-5100

HENRY DANIELL - currently rehearsing The Hollow for B'way - AGT: Marjorie Morrow, CH 4-0644

KENNY DELMAR - for panel shows - AGT: Marjorie Morrow

FAYE EMERSON - AGT: MCA

VIRGINIA FIELD - returning from Europe - AGT: Ken Later, PL 7-6964

JOHN FORSYTHE - AGT: MCA

BARRY GRAY - disk jockey, commentator - AGT: Buddy Allen, EL 5-2230

HURD HATFIELD - last on B'way in Venus Observed - AGT: Liebling-Wood, VA 6-3714

SKITCH HENDERSON - pianist - AGT: MCA

HENRY HULL - arriving NY, AGT: Ken Later

DURWARD KIRBY - announcer - MU 8-6600

DOREEN LANG - returned from coast - AGT: Milton Goldman, Paul Small

HAROLD LANG - currently in Pal Joey - PRESS: John L Toohey, CH 4-6244

FRANK MCHUGH - popular movie comedian - AGT: Louis Shurr, CH 4-8240

DORO MERANDE - character comedienne - MU 7-6446

EDITH PIAF - currently at Versailles - AGT: Grade Ltd, JU 6-4190

OTHER CITIES

(Unless otherwise specified, phone listings are NY)

CHICAGO

JACK CARTER - comedian & mimic - currently at Chez Paree - PRESS: Kurt Hoffman, PL 3-7676

ROSEMARY CLOONEY - currently Chicago Theatre, AGT: MCA, PL 9-7500

BENNY FIELDS - biog basis of Somebody Loves Me - PRESS: Bert Champion, Paramount, BR 9-8700

EVELYN KNIGHT - singer currently at Lake Club, Springfield, Ill; PRESS - Sid Ascher, BR 9-8700

DANIELLE LAMAR - recently completed Latin Quarter engagement - AGT: Miles Ingalls, JU 6-3000

GENE RAYMOND - currently in The Devil's Disciple at Loyola U, through Oct 12 - AGT: Olga Lee, JU 6-4180

MARISA REGULES - pianist - AGT: Columbia Artists, CI 7-6900

ANNA RUSSELL - international concert comedienne, after Oct 5 (NY Town Hall engagement) - AGT: Columbia Artists

DANNY THOMAS - at the Chez Paree, Oct 10, just completed filming Jazz Singer - AGT: William Morris, JU 6-5100

LOS ANGELES

GENEVIEVE AUMONT - singer - Miles Ingalls

DUNCAN SISTERS - Topsy & Eva, subjects for Paramount Picture biog - AGT: Olga Lee

RICHARD KILEY - currently filming Blaze of Glory - AGT: Olga Lee

MURVYN VYE - singer & character heavy - AGT: Ken Later

JANE WITHERS - returning to NY on Nov 1 - AGT: Ken Later

NETWORK AND LOCAL TV PROGRAMMING ANALYSIS

(Based on material from stations throughout the country as well as from main network offices.)

Scheduled program transmission for the week of: September 28-October 4					
		Total hours network service			
		ABC	CBS	DuM	NBC
Time on-)	Live	3/4	10	1	15
12 noon)	Film	1/4	1 1/2	--	5
12 noon-)	Live	1 3/4	23 3/4	11 1/2	20 3/4
6:00 pm)	Film	1/2	1/2	--	5 3/4
6:00 pm-)	Live	10	18 3/4	19	25
time off)	Film	8 1/2	6 3/4	2 1/2	5 1/4
TOTALS	Live	12 1/2	52 1/2	31 1/2	60 3/4
	Film	9 1/4	8 3/4	2 1/2	16

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Network programs include syndicated kinescopes and filmed shows seen in local time slots on same or different dates through the network. Film shows in this category are programs produced or adapted especially for TV, plus documentaries and other special films.)

Total Network And Local Hours Of Scheduled Transmission
Over Key Outlets Of Networks, Week Of: Sept 28-Oct 4

CITY	ABC	CBS	DuM	NBC
New York City	WJZ(89)	WCBS(103 1/2)	WABD(68 1/2)	WNBT(120 1/2)
Buffalo, NY	WBEN-TV (100 1/4) Served by all nets			
Bloomington, Ind	WTTV (83 1/2) Served by all nets			

Movie Features And Shorts Of An Entertainment Nature, Not Originally Made For TV, Excluding News And Sportsreels: Total Hours, Week Of: Sept 28-Oct 4

CITY	ABC	CBS	DuM	NBC	INDEPENDENT
New York Local	WJZ(44 3/4)	WCBS(27 1/2)	WABD(7 1/4)	WNBT(20 3/4)	WPIX(31 1/2)
Buffalo	WBEN-TV(7 1/2) Served by all nets				
Bloomington	WTTV(4 1/2) Served by all nets				

EDITOR'S NOTE: While every effort has been made to insure the accuracy of these compilations, they are only presented as approximations and should only be used as such.

